

# Snye Point Outdoor Event Space

**PUBLIC ENGAGEMENT:  
WHAT WE HEARD REPORT**



REGIONAL MUNICIPALITY  
OF **WOOD BUFFALO**

# Contents

<b>EXECUTIVE SUMMARY .....</b>	<b>II</b>
Overview of What We Did .....	ii
Land Acknowledgment.....	iv
Overview of Key Findings .....	v
<b>PROJECT INTRODUCTION.....</b>	<b>1</b>
Engagement Tactics.....	1
Purpose of Engagement .....	2
<b>PARTICIPATE WOOD BUFFALO .....</b>	<b>3</b>
Data Approach.....	3
Survey Findings .....	3
<b>VIRTUAL INDIGENOUS PARTNER AND STAKEHOLDER ENGAGEMENT WORKSHOPS .....</b>	<b>13</b>
Data Approach.....	13
Workshop Findings.....	13
<b>VIRTUAL OPEN HOUSES .....</b>	<b>20</b>
Data Approach.....	20
Open House Findings .....	20
<b>SOCIAL MEDIA INSIGHTS .....</b>	<b>22</b>
Approach .....	22
<b>MOVING FORWARD.....</b>	<b>23</b>

# Executive Summary

## OVERVIEW OF WHAT WE DID

**Engaement Period:** March 15 - 28, 2021

### ONLINE ENGAGEMENT

We used **3 online tools** to engage the community.



**450**  
Survey  
Submissions



**10**  
Ideas  
Contributions



**0**  
Stories

450

Participants Engaged

889

Participants Informed

1,891

Participants Aware

### VIRTUAL ENGAGEMENT WORKSHOPS

9

Indigenous Partner &  
Stakeholder Workshops

6

Council Approved  
Committee Workshops

65

Participants attended  
and engaged directly  
with the project team  
via the engagement  
workshops.



## VIRTUAL OPEN HOUSES

 **10** Participant questions submitted

**2**   
**Live Events**

MONDAY

16 Participants

THURSDAY

17 Participants

## SOCIAL MEDIA

INSTAGRAM

**3**   
POSTS

19 Likes

TWITTER

**8**   
TWEETS

3 Likes

5 Retweets

1 Reply

FACEBOOK

**10**   
POSTS

22 Comments

22 Reactions

36 Shares

3224 Average Reach

## LAND ACKNOWLEDGMENT

### NISTAWĀYĀW: “WHERE THREE RIVERS MEET”

**This project is located on traditional lands.** We recognize that the Snye Point Outdoor Event Space is located on Treaty 8 land—the traditional territory of the Cree and Dene and the unceded territory of the Métis people.

We understand, and heard from Indigenous partners, that the waterways, shorelines, and lands have been central to the identities, lives, and cultural continuity of Indigenous peoples for as long as their ancestors have resided in the area.

Snye Point, and the surrounding area, provided subsistence, spiritual and cultural-well being for Indigenous peoples. It was a place to gather and access the waterways surrounding the site to travel throughout the region.

We respect this deep and continued history of the site.

## OVERVIEW OF KEY FINDINGS

### RECONCILIATION

**Forward truth and reconciliation.** Indigenous partners shared that this project is about reconciliation and requested that engagement be meaningful, authentic, and conducted with mutual trust and recognition.

**Recognize rich cultural ties and history.** The design team will develop the park spaces, materials, play elements, signage, wayfinding, and public art in partnership with Indigenous partners and community members.

**Ensure the park is a place for everyone.** The design team will explore design elements on the land and waterways that prioritize resident and visitor accessibility and inclusion.

### ACTIVITIES

**Incorporate play features in the park.** The design team will explore design elements that encourage play for all ages and abilities.

**Enhance ability to touch the water.** The design team will include design elements that have the potential to connect the park to the water while balancing user safety and the diverse needs of different park activities.

**Create spaces for unique vendor attractions.** The design team will consider how to support vendor opportunities in the park year-round.

**Incorporate places to rest and stop.** The design team will integrate places for people to stop, rest, and enjoy the natural beauty of the park.

**Activate the park year-round.** The design team is contemplating the ways in which the design can continue to support existing uses and enhance the experience of the park in all seasons.

**Enhance safety.** The design team will prioritize resident and visitor safety in the park by improving lighting, creating separated pedestrian and cycle spaces, and improving public awareness of multiple park activities and their potential conflicts (i.e., motorized vs. non-motorized uses along the Snye) using clear, visible signage.

**Celebrate natural beauty.** The design team will use the existing natural features within the park to inspire the design. The park will be a place to enjoy nature in park spaces that can adapt to different activities at different times of the year.

## CONNECTIVITY

**Confirm how vehicles will access Syne Point.** The design team will explore how permanent vehicle access to Syne Point can be accommodated in the design.

**Confirm placement of Morimoto Drive.** The design team will discuss how to realign Morimoto Drive in order to directly connect the park space with the water and establish a well-used space for generations to come.

**Address vehicle circulation.** The design team will explore different roadway designs for Morimoto Drive that balance vehicle movement, event-hosting capabilities, and pedestrian activity. The design team will ensure adequate materials and appropriate space is provided for vehicle-oriented areas of the park to ensure the area can host large-scale events while also functioning for all-season, everyday uses.

**Develop connected walking and wheeling pathways.** The design team will develop pathways that connect to destinations in the parks and to the downtown.

**Provide safe options for pedestrians and cyclists.** The design team will ensure people walking, running, and wheeling have safe options to access Syne Point.

## INFRASTRUCTURE + RESILIENCY

**Place infrastructure outside the floodplain.** The design team will work closely with RMWB to plan infrastructure and servicing investments at higher elevations in the park outside of the floodplain zone.

**Balance infrastructure investments with flood resiliency.** The design team will consider how best to provide utility and infrastructure servicing to the site while upholding best practices for design in flood prone areas.

**Increase parking count.** The design team will consider parallel parking options along Morimoto Drive and opportunities to address parking issues.

**Invest in a resilient park design.** The design team will incorporate resilient and adaptive design elements into the park so that the space can respond to and mitigate flooding and ice jam impacts.

## PROCESS

**Demonstrate a transparent process.** The design team will work with the RMWB to share design.

**Balance design elements from both concepts.** The design team will explore how to blend the design elements of the preferred concept with insights shared in Question 5, and in the Virtual Indigenous Partners and Stakeholder Engagement Workshops to create a design that meets the needs of the community.

# Project Introduction

The Regional Municipality of Wood Buffalo (RMWB) is redeveloping the Syne Point Outdoor Event Space as part of the Waterfront Park Revitalization project. The Waterfront Park Revitalization project boundary includes 6 km of the waterfront from the Athabasca Bridge to Horse Pasture Park in Waterways. The current phase of engagement focuses on the Syne Point Outdoor Event Space.

In December 2020 and into early 2021, the RMWB and its owner's representative, LEES+Associates, planned and completed preliminary engagement with Indigenous partners and identified stakeholders. Preliminary engagement with Indigenous partners and stakeholders about the Syne Point Outdoor Event Space focused on understanding the site from varying perspectives and asking community members how they would like to be engaged throughout the project.

In February 2021, Urban Systems was hired by the RMWB to deliver the Waterfront Park Revitalization project, including the public participation process. Urban Systems worked closely with the RMWB and LEES+Associates to complete the next phase of engagement with Indigenous partners and stakeholders in March 2021 for the Syne Point Outdoor Event Space. During this phase of engagement, Indigenous Partners and stakeholders were encouraged to provide feedback on two concepts designs. The following What We Heard Report summarizes the insights collected during the March 2021 engagement period.

## ENGAGEMENT TACTICS

The RMWB hosted a two-week engagement period between March 15 – 28, 2021. During this time, three engagement tactics were used to hear from residents, Indigenous partners, and stakeholders.

1. Participate Wood Buffalo Online Engagement
2. Virtual Indigenous Partners and Stakeholder Engagement Workshops
3. Virtual Open Houses

These three tactics were selected as the appropriate engagement methods during a time when in-person engagement activity was limited due to health and safety guidelines.

The data collected from the Participate Wood Buffalo Online Engagement, Virtual Indigenous Partners and Stakeholder Engagement Workshops, and Virtual Open Houses will be considered alongside site analysis, cultural and historical significance of the region, and design best practices to refine the design of the Syne Point Outdoor Event Space.

In the next phase of engagement, the RMWB will share the refined design for the Syne Point Outdoor Event Space with residents, Indigenous partners, stakeholders, and outline how community input (alongside other information used to make project decisions) influenced the development of the detailed design.



## PURPOSE OF ENGAGEMENT

### Participate Wood Buffalo Online Engagement

The Participate Wood Buffalo project page was the first community-wide public participation opportunity for the Waterfront Park project and was open for public input between Monday, March 15 – 28, 2021.

The RMWB used three tools on the Participate Wood Buffalo platform to engage the community.

TOOL	PURPOSE
<b>SURVEY</b>	To encourage focused and thoughtful feedback on the two concept options.
<b>IDEAS</b>	To use illustrations to share and receive feedback on the proposed “on-the-ground” look and feel on the concept options.
<b>STORIES</b>	To offer space for community members to share stories about the Snye Point Outdoor Event Space.

### Virtual Indigenous Partners and Stakeholder Engagement Workshops

The RMWB organized nine (9) Indigenous partner and stakeholder engagement workshops and attended six (6) Council Appointed Committee meetings between March 15 – 28, 2021.

A consistent format and slide deck was followed for each workshop, with slight modifications and tailoring to meet the needs of workshops participants (e.g., platform, presentation time). The purpose of each virtual engagement workshop was four-fold:

1. To introduce the design team.
2. To share the design process.
3. To share two concept options for the Snye Point Outdoor Event Space.
4. To listen to feedback from participants on the two concept options for the Snye Point Outdoor Event Space.

### Virtual Open Houses

The RMWB organized and hosted two (2) Virtual Open Houses during the week of March 22 – March 26, 2021. The first Virtual Open House was hosted on Monday, March 22; the second Virtual Open House was hosted on Thursday, March 25. In total, 33 attendees participated in the Virtual Open Houses. Preregistration was encouraged through Participate Wood Buffalo and event links provided prior to each event on social media and Participate Wood Buffalo

The RMWB hosted the Virtual Open Houses using MS Teams. The design team prepared a slide deck and presented the same content at each event. Participants were encouraged to connect directly with the design team by submitting questions via the Q&A tool during the Virtual Open House Events.

In addition, the RMWB recorded the Virtual Open House events. The recordings were shared on the Participate Wood Buffalo project page for community members unable to attend either event time.

# Participate Wood Buffalo

## DATA APPROACH

We followed a consistent approach to review and analyze data collected through Participate Wood Buffalo.

First, the quantitative results were downloaded, reviewed, and analyzed. Next, two questions included comment fields (i.e., Question 1 and Question 5). For these two questions, each comment was read and tagged. A second reviewer read each comment, confirmed the applied tags, and added a geo-reference tag if a specific location was included in the comment. Then, the second reviewer pulled out any design ideas, suggestions, or project questions that were submitted within a comment for the project team to review.

To develop findings for each question, we used the quantitative data points from the survey (i.e., number of votes received). Comments, tags, and the frequency of tags were used as information that offered insights into Indigenous partners' and stakeholders' perspective and sentiment.

## SURVEY FINDINGS

The Participate Wood Buffalo had a total of 2,200 pageviews between March 15 – 28, 2021.

450 participants engaged with content on the project page. This includes taking the Survey and contributing to the Ideas board; no participants submitted content to the Stories tool.

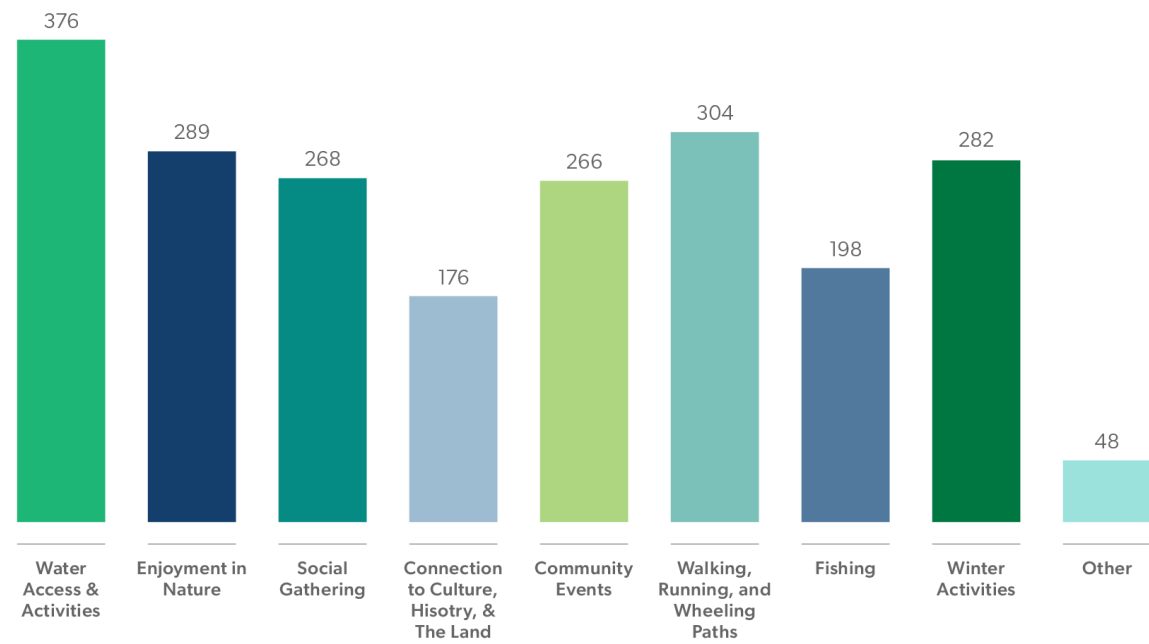
889 participants were informed by the content on the project page. This includes viewing a photo in the gallery, visiting the FAQ list, and downloading a document.

1,891 participants are earmarked as aware. Participants in this category visited at least one page on the project webpage.

# Activities at Snye Point Outdoor Event Space

## QUESTION 1

What type of activities would you like to see at Snye Point outdoor event space in the future? Select all that apply.



Question Type: Optional, Checkbox      Response rate: 442 responses, 8 skipped

## KEY INSIGHT

Of the options the survey provided in Question 1, the community select three top activities for Snye Point Outdoor Event Space in the future: water access and activities (e.g., canoeing, boating, tubing, swimming/wading), walking, running and wheeling paths, and enjoyment in nature.

A checkbox was provided that stated “Other” and we encouraged participants to share activities that we may have missed in the provided categories. We received 48 comments in response to this question. We read the comments, applied tags, and counted the frequency of the tags.

Play (15)	31%	Animal Space (4)	8%	Flood (2)	4%
Event Hosting (10)	21%	Environment (3)	6%	Maintenance (2)	4%
Motorized Water Vehicles (8)	17%	Funding (3)	6%	Lookouts (2)	4%
Vendors (7)	15%	Current Use (3)	6%	ATV Access (2)	4%
Beach (4)	8%	Parking (2)	4%	Accessibility (1)	2%
Pathways (4)	8%	Cultural Significance (2)	4%	Fishing (1)	2%

Format: Tag (Count) % of Responses      Response rate: 48 comments

## TOP TAG INSIGHTS

### Play

Participants shared several ideas for play in the park in the future, including outdoor pool/splash park, skate and BMX park, skating rink, outdoor exercise area, dog park, mini golf, bumper boats, playground, amphitheatre, food trucks, garden, bandstand, and picnic tables.

A few submissions mentioned restricting activities to certain areas. Such as a dedicated area in the river for motorized water vehicles and non-motorized water activity, and dedicated areas on land for pedestrian traffic.

### Event Hosting

Many participants noted that Snye Point is a community gathering place and shared their desire to see music events and festivals in the park; suggestions included spaces for concerts, open mic nights, bandstands, and theatre performances. Participants also expressed interest in temporary vendors brought in for events, such as food trucks.

### Motorized Water Vehicles

Participants stressed that motorized water vehicle uses are an existing and future activity desired for the park. Participants shared their support for float plane, snowmobile, boat (including a marina) and jet ski access. Some participants would like to see dedicated areas for swimming and floating to avoid safety concerns and conflict with motorized water vehicles uses. Participants are interested in keeping the existing boat launch.

### Vendors

Participants expressed support for all-season vendor opportunities in the park. Participants suggested vendors for the warmer months (i.e., ice cream, food trucks, canoe/kayak rental) and during the colder months (i.e., café, winter sport rental). Micro businesses were suggested by participants, with hopes of supporting local businesses and having all their needs met to enjoy a day in the park.

## GEO-TAG RESULTS

If a comment included a site-specific reference, it was tagged with geographic location tag. This information was used to understand which elements of the design, or existing spaces in the park, emerged as areas of interest for participants. Geographic analysis allowed for a secondary analysis of the data.

The Snye (6)	13%	Surekha's Hill (3)	6%	Flexible Use Area (1)	2%
Beach (5)	10%	Boat Launch (2)	4%		

Format: Tag (Count) % of Responses

Response rate: 48 comments

## HOW MIGHT THIS INFORM NEXT STEPS?

**Incorporate play features in the park.** The design team will explore design elements that encourage play for all ages and abilities.

**Develop connected walking and wheeling pathways.** The design team will develop pathways that connect to destinations in the parks and to the downtown.

**Incorporate places to rest and stop.** The design team will integrate places for people to stop, rest, and enjoy the natural beauty of the park.

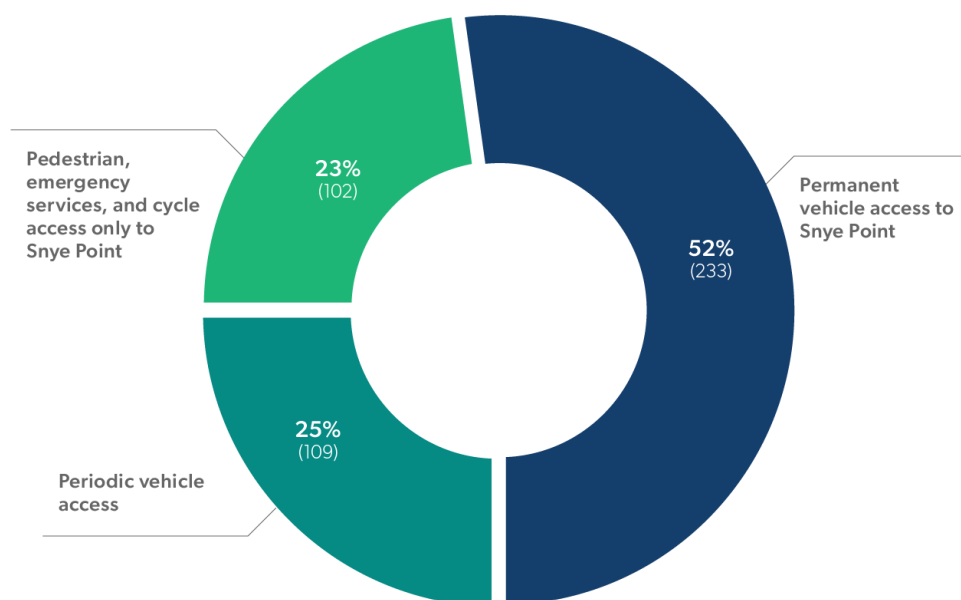
**Ability to touch the water.** The design team will include design elements that have the potential to connect the park to the water while balancing user safety and the diverse needs of different park activities.

**Create spaces for unique vendor attractions.** The design team will consider how to support vendor opportunities in the park year-round.

## Access to Snye Point

### QUESTION 2

A key difference between Concept 1 (Clearwater Common) and Concept 2 (Snye Landing) is the kind of access allowed to Snye Point. What kind of access would you prefer to see at Snye Point in the future?



Question Type: Optional, Radial

Response rate: 444 responses, 6 skipped

### KEY INSIGHT

Participants were able to select one of three options in Question 2.

Fifty-two percent (52%) of participants prefer to see permanent vehicle access to Snye Point in the future. The remaining participants were split; twenty-five percent (25%) prefer to see periodic vehicle access and twenty-three percent (23%) prefer to see pedestrian, emergency services, and cycle only access to Snye Point.

### HOW MIGHT THIS INFORM NEXT STEPS?

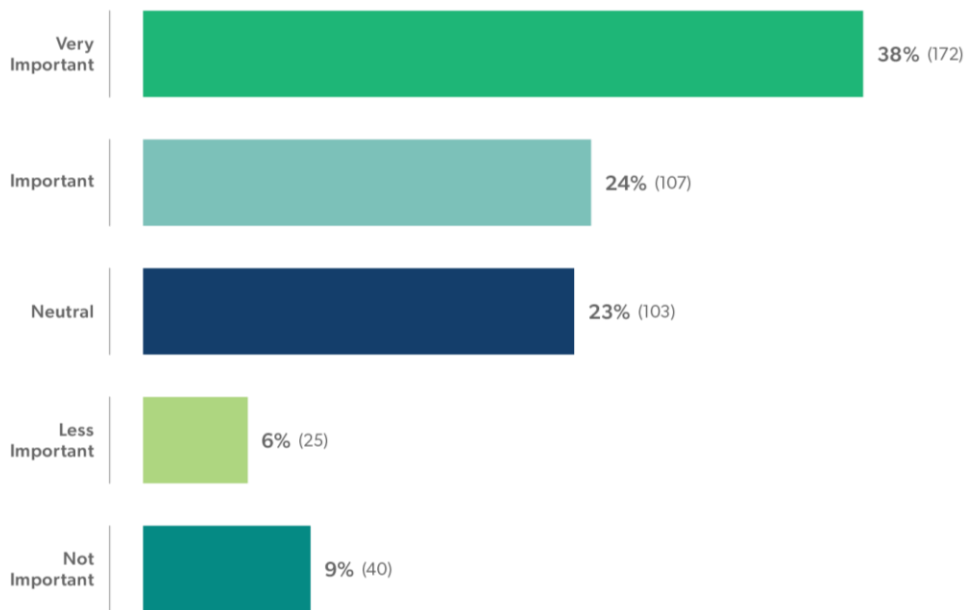
**Confirm how vehicles will access Snye Point.** The design team will explore how permanent vehicle access to Snye Point can be accommodated in the design.

**Provide safe options for pedestrians and cyclists.** The design team will ensure people walking, running, and wheeling have safe options to access Snye Point.

# Connecting the Park to Water’s Edge

## QUESTION 3

Another key difference between Concept 1 (Clearwater Common) and Concept 2 (Snye Landing) is the connection between park space and the Snye River. Currently, Morimoto Drive is close to the water’s edge. How important is it to you that the park space directly connects to the water?



Question Type: Optional, Likert      Response rate: 447 responses, 3 skipped

## KEY INSIGHT

When asked to rate how important it is to have park space directly connected to the water, sixty-two percent (62%) of participants answered that it was either very important or important.

## HOW MIGHT THIS INFORM NEXT STEPS?

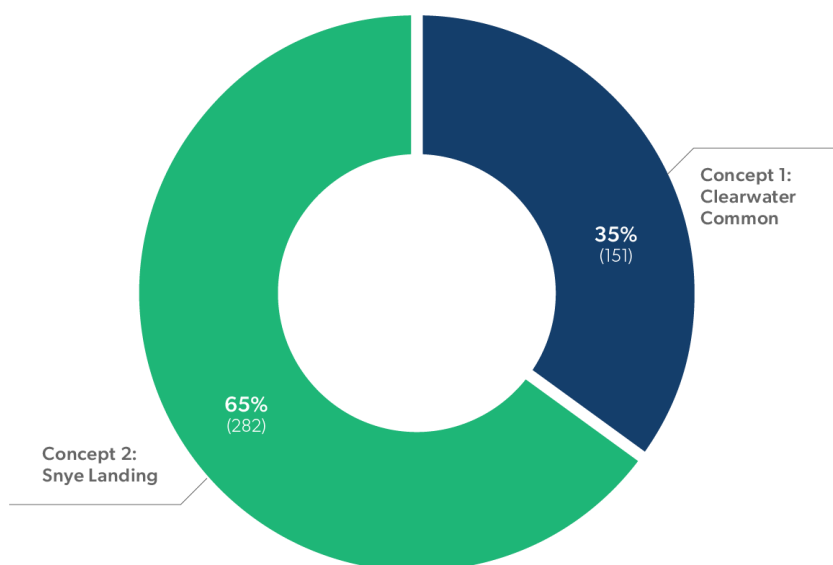
**Confirm placement of Morimoto Drive.** The design team will discuss how to realign Morimoto Drive in order to directly connect the park space with the water and establish a well-used space for generations to come.

**Address vehicle circulation.** The design team will explore different roadway designs for Morimoto Drive that balance vehicle movement, event-hosting capabilities, and pedestrian activity.

## Concept Preference

### QUESTION 4

After reviewing the two initial concepts, which one do you prefer?



Question Type: Optional, Radial

Response rate: 433 responses, 17 skipped

### KEY INSIGHT

Of the two concept options presented during this phase of engagement, sixty-five percent (65%) of participants selected Concept 2. Concept 2 (Snye Landing) proposed two key moves. First, moving Morimoto Drive closer to Clearwater Drive; second, periodic vehicle access to Snye Point.

### HOW MIGHT THIS INFORM NEXT STEPS?

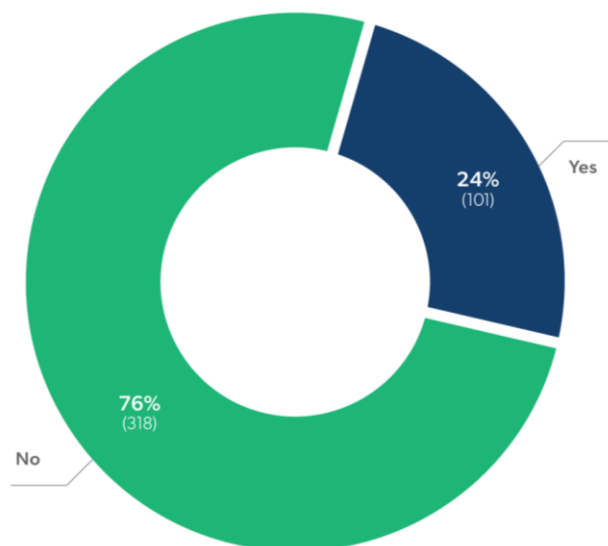
**Balance design elements from both concepts.** The design team will explore how to blend the design elements of the preferred concept with insights shared in Question 5, and in the Virtual Engagement Workshops to create a design that meets the needs of the community.



## Additional Feedback

### QUESTION 5

Have we missed anything in the initial concepts?



Question Type: Optional, Radial

Response rate: 419 responses, 31 skipped

### KEY INSIGHT

Twenty-four percent (24%) of participants shared a comment with the design team. We read each comment, applied tags, and counted the frequency of the tags.

<b>Cost</b> (24)	<b>24%</b>	Cultural Significance (8)	8%	Washrooms (5)	5%
<b>Flood</b> (23)	<b>23%</b>	Materials (8)	8%	Placement of Morimoto Drive (4)	4%
<b>Parking and Vehicle Circulation</b> (21)	<b>21%</b>	Leave as-is (7)	7%	Maintenance (4)	4%
<b>Play</b> (16)	<b>16%</b>	Naturalized Park (3)	3%	Water Access (3)	3%
Building (12)	12%	Shoreline (7)	7%	Minimize Crime (2)	2%
Event Hosting (11)	11%	Safety (7)	7%	Shade Structures (2)	2%
Vendors (11)	11%	Access to Snye Point (6)	6%	Survey Unclear (2)	2%
Fishing (10)	10%	Accessibility (5)	5%	Close the Snye (1)	1%
Motorized Water Vehicle Access (10)	8%	Boat Launch (5)	4%	Park Space (1)	1%
Beach (8)	8%	Environment (5)	4%	Plan not clear (1)	1%

Format: Tag (Count) % of Responses

Response rate: 101 comments

## TOP TAG INSIGHTS

### Cost

Participants expressed concern about the cost associated with the project; and, specifically, about investing infrastructure dollars in an area prone to flooding and ice jams. Participants are concerned about the region's economic recovery and suggested that the RMWB prioritize existing community infrastructure upgrades above the Waterfront Park Revitalization.

### Flood

Participants raised concerns about development in the floodway and flood fringe areas of the park. Recent experiences with flooding in the area were shared; participants expressed interest in understanding how the design will respond and be resilient to flooding in the future.

Participants provided suggestions for design elements that would not be as severely impacted by consistent flooding, such as temporary or removable street furniture, placing permanent design elements in areas with higher elevation, dirt pathways, and removable docks.

### Parking and Vehicle Circulation

Participants shared the community's need for large, accessible parking options at the park. Participants suggested that parking areas should be able to support oversized vehicles during events and circulation patterns that allow safe and efficient water access for motorized water vehicles. Further, participants encouraged the design to incorporate extra-wide pathways that could use for vehicles during events and accessible pathways from parking lots to ensure access to the park for all ages and abilities.

Several participants provided additional context for their preferred access to Snye Point. Some participants highlighted the benefits of permanent vehicle access (i.e., maintain existing uses at Snye Point, accessibility for elders, etc.) and other outlined the benefits of either periodic or no vehicle access to Snye Point (i.e., safety for pedestrians, cyclists, event vehicle circulation, etc.).

### Play

Participants shared several ideas for water and land activities that could take place in the park. Overall, participants want the design to prioritize safe play. Participants would like to see facilities that support and enhance existing uses, including picnic areas, fishing spots, and sledding. Participants also suggested new activities to be incorporated into the design, including areas for equipment rentals, local vendors, flexible sport fields, go karts, dedicated launch areas for paddle sports, swimming, and off-leash dog areas.

## GEO-TAG RESULTS

If a comment included a site-specific reference, it was tagged with geographic location tag. This information was used to understand which elements of the design, or existing spaces in the park, emerged as areas of interest for participants. Geographic analysis allowed for a secondary analysis of the data.

The Snye (12)	12%	Flexible Use Areas (4)	4%	Welcome Circle (2)	2%
Beach (11)	11%	Snye Point (3)	3%	Great Lawn (2)	2%
Boat Launch (11)	11%	Firepits (4)	4%	Borealis Park (1)	1%
Clearwater River (8)	8%	Morimoto Drive (2)	2%	MacDonald Island (1)	1%

Format: Tag (Count) % of Responses

Response rate: 101 comments

## HOW MIGHT THIS INFORM NEXT STEPS?

**Invest in a resilient park design.** The design team will incorporate resilient and adaptive design elements into the park so that the space can respond to and mitigate flooding and ice jam impacts.

**Demonstrate a transparent process.** The design team will work with the RMWB to share design details and anticipated project costs for upcoming project phases.

**Celebrate natural beauty.** The design team will use the existing natural features within the park to inspire the design. The park will be a place to enjoy nature in park spaces that can adapt to different activities at different times of the year.

**Place infrastructure outside the floodplain.** The design team will work closely with RMWB to plan infrastructure and servicing investments at higher elevations in the park outside of the floodplain zone.

**Address vehicle circulation.** The design team will ensure adequate materials and appropriate space is provided for vehicle-oriented areas of the park to ensure the area can host large-scale events while also functioning for all-season, everyday uses.

# Virtual Indigenous Partner and Stakeholder Engagement Workshops

## DATA APPROACH

We followed a consistent approach to listen and record community insights shared with the project team during each engagement workshop.

First, during each engagement workshop, we recorded participant comments using sticky notes (for workshops conducted in MURAL), and bullet points in a Word document for workshops conducted using a slide deck. Next, we transferred each collected comment into a central inventory. Then, we reviewed, analyzed, and tagged each comment. A second reviewer read each comment, confirmed the applied tags, and added a geo-reference tag if a specific location was included in the comment.

Finally, the second reviewer pulled out any design ideas, suggestions, or project questions that were submitted within a comment for the project team to review.

To develop findings from the stakeholder engagement workshops, we considered the comments, tags, and frequency of tags as information that offered key insights into Indigenous partners' and stakeholders' perspective and sentiment.

## WORKSHOP FINDINGS

The RMWB organized nine (9) Indigenous partner and stakeholder engagement workshops and attended six (6) Council Appointed Committee meetings between Monday, March 15 – Monday, March 28, 2021.

In total, 65 participants attended and engaged directly with the project team via the stakeholder engagement workshops.

**Indigenous  
Partners (10)**

Reconciliation  
Advisory Circle (5)

Trappers (1)

Athabasca Tribal  
Council (2)

Fort McKay Métis  
Nation (2)

**Stakeholders (15)**

Non-profit  
organizations and  
businesses (4)

Event vendors (4)

Community  
organizations (3)

Key stakeholders (4)

**Council Appointed Committees (40)**

Waterfront Advisory Committee (9)

Council Appointed Committees  
(Mayors' Advisory Committee on  
Youth, Advisory Committee on Aging,  
Regional Advisory Committee on  
Inclusion, Diversity and Equality) (3)

Wood Buffalo Downtown Revitalization  
Advisory Committee (3)

Wood Buffalo Development Advisory  
Committee (14)

Wood Buffalo Economic Development  
Committee (5)

Public Art Committee (6)

Format: Audience of Workshop (Total Number of Participants) % of Total Responses

## KEY INSIGHTS

In total we collected 341 comments from the virtual Indigenous partners and stakeholder engagement workshops. We read each comment, applied tags, and counted the frequency of the tags.

<b>Event Hosting</b> (54) <b>16%</b>	Pathways (18)      5%	Regional Connections (13)      4%
<b>Parking and Vehicle Circulation</b> (38) <b>11%</b>	Flood (17)      5%	Experience (11)      3%
<b>Infrastructure</b> (36) <b>11%</b>	All Seasons (17)      5%	Cost (10)      3%
<b>Amenities</b> (34) <b>10%</b>	Firepits (16)      5%	Fishing (10)      3%
<b>Cultural Significance</b> (32) <b>9%</b>	Environment (15)      4%	Motorized Vehicle Access (9)      3%
<b>Vendors</b> (28) <b>8%</b>	Signage and Wayfinding (15)      4%	Boat Launch (8)      2%
<b>Water Access</b> (27) <b>8%</b>	Materials (14)      4%	Community-Driven Design (8)      2%
<b>Accessibility</b> (21) <b>6%</b>	Maintenance (14)      4%	Beach (7)      2%
<b>Washrooms</b> (21) <b>6%</b>	Access to Snye Point (13)      4%	Public Art (7)      2%
<b>Safety</b> (21) <b>6%</b>	Play (13)      4%	Lighting (7)      2%
Traditional Knowledge (6)      2%	Flowing Water (4)      1%	Naturalize Park (2)      1%
Shoreline (5)      1%	Minimize Crime (3)      1%	Shade Structures (2)      1%
Tourism (5)      1%	Placement of Morimoto Dr. (3)      1%	Park Space (1)      1%
Aesthetic (4)      1%	Planting (3)      1%	Economic Reconciliation (1)      1%
Utilities (4)      1%	Language (3)      1%	

Format: Tag (Count) % of Responses

Response rate: 341 comments

## TOP TAG INSIGHTS

### Event hosting

Participants expressed interest for on-site infrastructure to be included in the design (i.e., power, gas, water, WiFi, etc.) that would support vendors and event activities; as well as comments regarding access and material selection for event areas and roadways that ensure safe vehicle movement through the site during events (i.e., large trucks, temporary stage installation, food trucks, emergency vehicles, etc.). Also, participants shared preferences related to the temporary stage, including orientation, back-of-house amenities, and potential noise impacts.

### Parking and vehicle circulation

Participants raised concerns about the conflicts between pedestrians/cyclists and parking and vehicle circulation in the proposed designs around the existing boat launch; participants shared that this is a preferred boat launch in the community and maintaining access is important. Participants noted that many residents and visitors will drive to this location and adequate parking is necessary, especially for events and specific members of the community (i.e., elders, seniors, differently abled, etc.).

In addition, current parking and vehicle uses were noted by the design team. Off Highway Vehicles (OHV), including ATVs and snowmobiles visit and park in the design area. Further, many people opt to drive-thru the park to view events from their vehicle; participants encouraged the design team to consider how these uses would integrate into the proposed concept options.

### Infrastructure

Participants shared differing perspectives regarding investment in infrastructure within the design area, particularly because of concerns around infrastructure resiliency in the event of flooding and ice jams. Some participants articulated the importance of permanent infrastructure on-site for events; other participants outlined the value of temporary infrastructure that has the potential to be removed during flooding and ice jams. Other comments related to infrastructure included notes about appropriate lighting and thoughtful material selection for park elements that would work for everyday activities *and* events.

### Amenities

Participants highlighted seating, sheltered gathering areas, and garbage cans as important design elements. Passive recreational uses were also noted by participants, including BBQ areas and picnic spots. Participants shared that structures for vendors (e.g., rental shops, food, etc.) and seasonal opportunities (e.g., warming huts) were important considerations to activate the park throughout the year. Many participants noted that the design team has a challenge to balance the function and aesthetics of amenity design elements.

Indigenous partners shared that the park will continue to be an important place for ceremony and cultural events; the park design will need to accommodate these important uses of the site.

## **Cultural significance**

Participants highlighted the rich and on-going history of the site, including its ties to the trapping community (i.e., former trapping residences in this location, access to traplines across the Clearwater River), its proximity and relationship to Moccasin Flats, and its link to regional transportation (i.e., float planes and boats) along the three waterways.

Indigenous partners emphasized the importance of accessibility to the site to ensure elders can participate and engage with community and ceremony on site. The design team heard strong support for Indigenous languages and stories to be shared through signage, wayfinding, naming, public art, and plantings. Several Indigenous partners stressed the importance of representing all Indigenous communities, languages, and histories in placekeeping opportunities.

Indigenous partners shared that this project is about reconciliation. Indigenous partners requested that engagement be meaningful, authentic, and conducted with mutual trust and recognition. Indigenous partners offered to share traditional knowledge with the design team in order to guide the design in a good way.

## **Vendors**

Participants expressed support for temporary vendor locations (e.g., food trucks, c-cans, “business in box” model) in the park. Participants shared vendor ideas (e.g., ice cream, coffee, rental shops, etc.) and emphasized that locations should encourage all-season use. Several participants noted that the placement of Morimoto Dr. closer to Clearwater Drive would work well for event closures and vendor opportunities adjacent to the Flexible Use Areas.

## **Water access**

Participants shared that connection to the water is very important. The design team heard that the site is a preferred location to access the region’s waterways year-round. Many existing uses for the water were shared, including recreational access (i.e., boating, fishing, floating), and travel (i.e., float planes, snowmobiles). Safety concerns about wading and swimming in the Snyc were shared during the workshops; dangers regarding the undertow, water quality, and impacts from dredging were voiced as major flags for the design team to consider.

## **Accessibility**

Participants raised concerns about accessibility on three central topics: washrooms, pathways, and access to Snyc Point. Participants highlighted that washrooms should be accessible to all genders and designed as single-stall facilities to be inclusive for all people. Other participants noted that one central washroom facility in the park may not be accessible for families and those with mobility challenges. Participants shared the importance for pathways to be designed for all ages and abilities. Also, several participants supported vehicle access to Snyc Point to ensure elders, people who are differently abled, and seniors can participate and engage with the community and events on site.



Washrooms

Participants raised concerns regarding only one washroom facility in the proposed designs; many participants stressed the importance of locating multiple washroom facilities throughout the site. Participants recognized the challenge of locating and servicing washroom facilities in an area prone to flooding and expressed concerns about paying for infrastructure investments that may be damaged by flood or ice jams in the future. Current washrooms facilities are located in the same building as a private business in park (ie. Surekha's on the Snye) and do not offer 24/7 public access.

Safety

Physical safety in the park was voiced by participants regarding beach/water access to the Snye and Clearwater River. Participants shared lived experiences of the dangers posed by both waterways (i.e., undertows, water quality, and impacts from dredging). Many participants shared they would not recommend swimming in the Snye. The design team also heard physical safety concerns related to conflict between vehicles and pedestrian activities, especially at Snye Point and the Boat Launch.

Cultural safety was also a theme expressed by participants; residents and visitors shared the importance of feeling safe to participate in cultural practices and traditional uses within the site boundary.

GEO-TAG RESULTS

If a comment included a site-specific reference, it was tagged with geographic location tag. This information was used to understand which elements of the design, or existing spaces in the park, emerged as areas of interest for participants. Geographic analysis allowed for a secondary analysis of the data.

Morimoto Drive (8)	2.3%	The Snye (4)	1.2%	Welcome Circle (3)	0.9%
Firepits (5)	1.5%	Snye Point (4)	1.2%		
Beach (5)	1.5%	Boat Launch (4)	1.2%		

Format: Tag (Count) % of Responses

Response rate: 341 comments

## HOW MIGHT THIS INFORM NEXT STEPS?

**Balance infrastructure investments with flood resiliency.** The design team will consider how best to provide utility and infrastructure servicing to the site while upholding best practices for design in flood prone areas.

**Activate the park year-round.** The design team is contemplating the ways in which the design can continue to support existing uses and enhance the experience of the park in all seasons.

**Recognize rich cultural ties and history.** The design team will develop the park spaces, materials, play elements, signage, wayfinding, and public art in partnership with Indigenous partners and community members.

**Increase parking count.** The design team will consider parallel parking options along Morimoto Drive and opportunities to increase parking stall counts in the park.

**Enhance safety.** The design team will prioritize resident and visitor safety in the park by improving lighting, creating separated pedestrian and cycle spaces, and improving public awareness of multiple park activities and their potential conflicts (i.e., motorized vs. non-motorized uses along the Snye) using clear, visible signage.

**Ensure the park is a place for everyone.** The design team will explore design elements on the land and waterways that prioritize resident and visitor accessibility and inclusion.

# Virtual Open Houses

## DATA APPROACH

We followed a consistent approach to listen and record community insights shared with the project team during each virtual open house.

First, following each virtual open house, we reviewed and analyzed the activity report. Next, we transferred each participant submitted question into a central inventory. Then, we reviewed, analyzed, and tagged each question. A second reviewer read each question and confirmed the applied tags.

To develop findings from the virtual open house, we considered the participant submitted questions, tags, and frequency of tags.

## OPEN HOUSE FINDINGS

The RMWB organized and hosted two (2) Virtual Open Houses during the week of March 22 – March 26, 2021. The first Virtual Open House was hosted on Monday, March 22; the second Virtual Open House was hosted on Thursday, March 25.

In total, 33 attendees participated in the Virtual Open Houses. Between the two Virtual Open Houses, 10 (ten) questions were submitted by participants.

## KEY INSIGHTS

Firepits (3)	30%	Play (1)	10%
Amenities (2)	20%	Accessibility (1)	10%
Construction (1)	10%	Event hosting (1)	10%

Format: Tag (Count) % of Responses

Response rate: 10 questions

## TOP THEMING INSIGHTS

### **Firepits**

Participants asked questions about the details of the proposed firepits, including quantity, design and if they would be available for public use.

### **Amenities**

Participants asked questions about specific amenities highlighted in the proposed designs, including proposed firepits and vendor locations.

### **Other**

Participants submitted questions about the safety of swimming in the Snye, event hosting capabilities, flooding history of the site, and construction timelines.

## HOW MIGHT THIS INFORM NEXT STEPS?

The questions submitted via the Virtual Open Houses help the RMWB and the design team in two ways.

First, the questions submitted during the Virtual Open Houses align with the key findings from Participate Wood Buffalo responses and the virtual Indigenous partners and stakeholder engagement workshops. Alignment between the different engagement opportunities helps the design team verify themes that may influence the preferred design concept.

Second, the questions submitted from attendees at the Virtual Open Houses help the RMWB and the design team understand which elements of the proposed designs may be of particular interest to community members when sharing the preferred design concept.

# Social Media Insights

## APPROACH

The RMWB and the design team did not use social media as a formal channel to receive engagement input from the community. Instead, the RMWB social media channels (Facebook, Instagram and Twitter) were used by the project to share information and upcoming engagement opportunities. Other communication tactics were also employed, including media news releases, radio advertisements, and google ads.

Social media insights are included in this engagement summary to share project reach within the RMWB. During the two-week period, the following analytics were pulled from the project campaign.

### Instagram

3 posts / 19 likes

### Twitter

8 tweets / 1 reply / 4 likes / 5 retweets

### Facebook

10 posts (1 link, 3 videos, 6 photos) / 22 comments / 22 shares / 36 reactions / 3224 average post reach

# Moving Forward

A final preferred design for the Snye Point Outdoor Event Space will be shared publicly in May 2021. Construction will follow shortly after.

The feedback from Indigenous Partners and stakeholders was critical to refining the final preferred design for the Snye Point Outdoor Event Space. Thank you for participating and contributing to the future of our Waterfront.

Engagement for the Waterfront Park covering 6 km of waterfront from the Athabasca Bridge to Horse Pasture Park's is set to occur in summer 2021. To stay informed, sign up for email project updates, or follow the Waterfront Park Revitalization project by visiting [rmwb.ca/waterfront](https://rmwb.ca/waterfront).