



## What We Heard Report – Rural Streetlights in Gregoire Lake Estates

Public Works – Rural Operations

March 14 – 28, (and April 4 – 6), 2022

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## About The Project

The Public Works Department consists of several branches including Parks, Roads, Fort Chipewyan and Rural Operations. Specifically, Rural Operations manages many programs and services for the municipality's rural communities including greenspaces, parks, garbage cans, trails, cemeteries, water and sewer truck servicing, over 200 km of winter road construction and maintenance, and another 200 km of gravel and paved roadways. Managing rural municipal roadways also includes overseeing streetlights.

During the 2022 Municipal Budget process, the Director of Public Works, presented budget requests for several capital projects proposed for the region. His presentation included proposed streetlights for Gregoire Lake Estates (GLE) based on a needs assessment completed by ATCO Electric.

The Public Works Department and ATCO Electric came up with a streetlighting plan and decided that 11 new LED streetlights on wooden poles should be installed in the community. Administration was then asked to review the streetlighting plan in Gregoire Lake Estates to determine if it meets the needs of the residents.

From March 14 – 28, the RMWB ran a community engagement campaign targeted at Gregoire Lake Estates. The campaign was briefly re-opened from April 4 – 6 to provide an opportunity for a community leader participate in the survey and share their feedback.

When running engagement campaigns, the Municipality's Public Engagement team follows the foundations outlined by the International Association of Public Participation (IAP2). IAP2 has developed a Spectrum of Engagement to help define the public's role in any public participation process. The spectrum includes five levels: Inform, Consult, Involve, Collaborate, and Empower.

The goal of this engagement was to "Consult" with residents of Gregoire Lake Estates to "gather public feedback" on the placement and spacing of proposed new streetlights in the community and identify any potential issues before installation.

The following "*What We Heard Report*" summarizes how we engaged and the feedback we received during the engagement period.

## Stakeholder List

- Residents of Gregoire Lake Estates
- GLE Member on the Willow Lake Community Association Board
- Gregoire Lake Estates Committee
- RMWB's Indigenous and Rural Relations Department
- Mayor and Councillors

## Communication Channels

This engagement opportunity was promoted through several channels to raise awareness for residents and give them an opportunity to participate and share feedback. Communication channels included the following:

- Door knocking and posters:
  - Dropped off posters at over 70 residences in GLE
  - Left posters at community mailboxes



- Electronic variable signage x 2 (posted at both exits to the community)
- Participate Wood Buffalo – Rural Streetlights project page:
  - <https://participate.rmwb.ca/rural-streetlights/>
- Pulse – Provided information to Pulse Customer Service Agents to respond to any questions from residents
- RMWB’s Employee Messenger
- Rural community newsletter
- Social media
- Stakeholder emails (sent to key community groups and leaders)

## Engagement Tactics

- In-person conversations
- Phone conversations
- Participate Wood Buffalo: Project Page for Rural Streetlights
  - FAQ’s about the project
  - Interactive Map Tool to share feedback on specific locations
  - Map of proposed streetlight locations
  - Online survey to share feedback
  - Area to ask questions

## Engagements

- In-person conversations (March 17, 2022) – 14 conversations
- Online Survey – 16 responses
- Phone calls to key stakeholders (April 6, 2022) – 2 conversations
- Participate Wood Buffalo Project Page (Rural Streetlights)
  - Visits: 211
  - Engaged Visitors: 16
  - Informed Visitors: 36
  - Aware Visitors: 204
- Social Media Impressions - 8197
- Social Media Comments, Clicks, Likes and Shares – 62

## Timeline

- March 14 - 28, 2022 – Public Engagement
  - April 4 – 6, 2022 – Reopened Survey for additional feedback
- April 12, 2022 – Final Engagement Report provided to Public Works
- April 22, 2022 – What We Heard Report Shared on Participate Wood Buffalo

## Themes from Feedback

During engagement, the following themes came up as part of the feedback and questions:

- Community safety
- Protecting the rural community feeling
- Cost of lighting



- Lighting standards and regulation
- Lighting placement
- More lighting needed
- Less lighting needed
- Wider lighting area needed
- Avoid digging up road
- Overhead power preferred
- Lighting at entrance to community needed

## Questions from Residents

As part of the engagement process, residents were invited to ask questions. The following is a summary of the top three questions and their responses:

**Q:** Did you follow the recommendations of an expert? Is the RMWB meeting lighting requirements of the laws or regulations that pertain to the area?

**A:** The placement and density of streetlights are installed in accordance with the Transportation Association of Canada (TAC) *Guide for the Design of Roadway Lighting*, and guided by the Regional Municipality of Wood Buffalo's *Engineering Servicing Standards and Development Procedures* (2021).

**Q:** Are the streetlights themed to match the existing park lights or are they sterilized city lights?

**A:** The streetlights will be installed on current electrical poles or installation of new poles where needed.

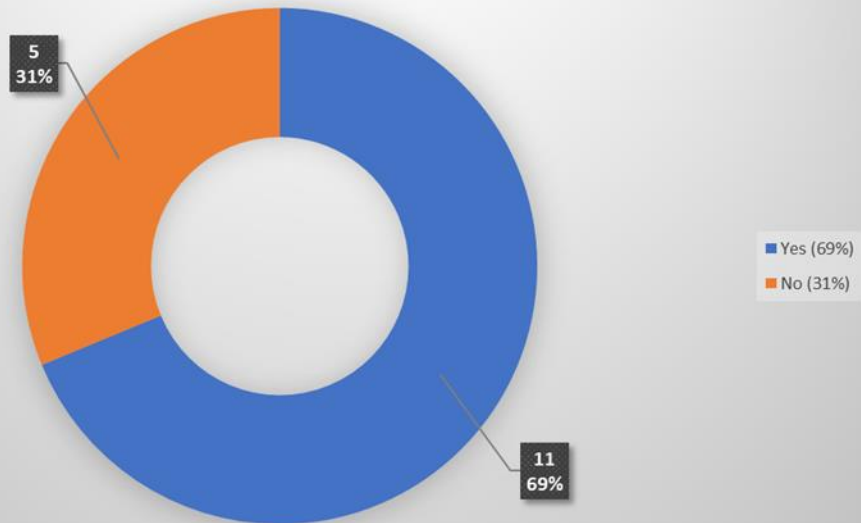
**Q:** What is the extra yearly costs to the neighborhood / individual homeowner?

**A:** This project was approved by Council as part of the overall municipal budget for 2022. This means that the only impact to taxpayers would be the normal tax rates that are charged to all homeowners to fund the Municipality as part of the overall budget approved by Council.

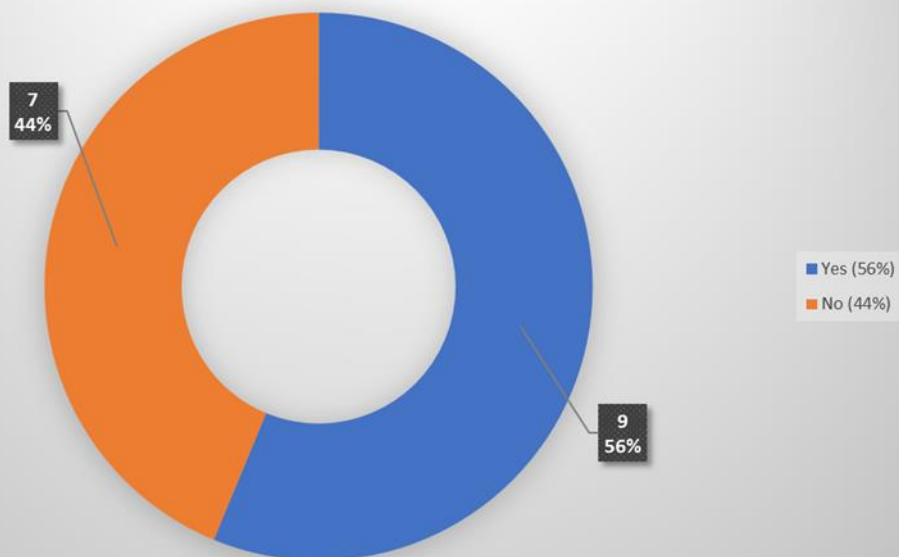


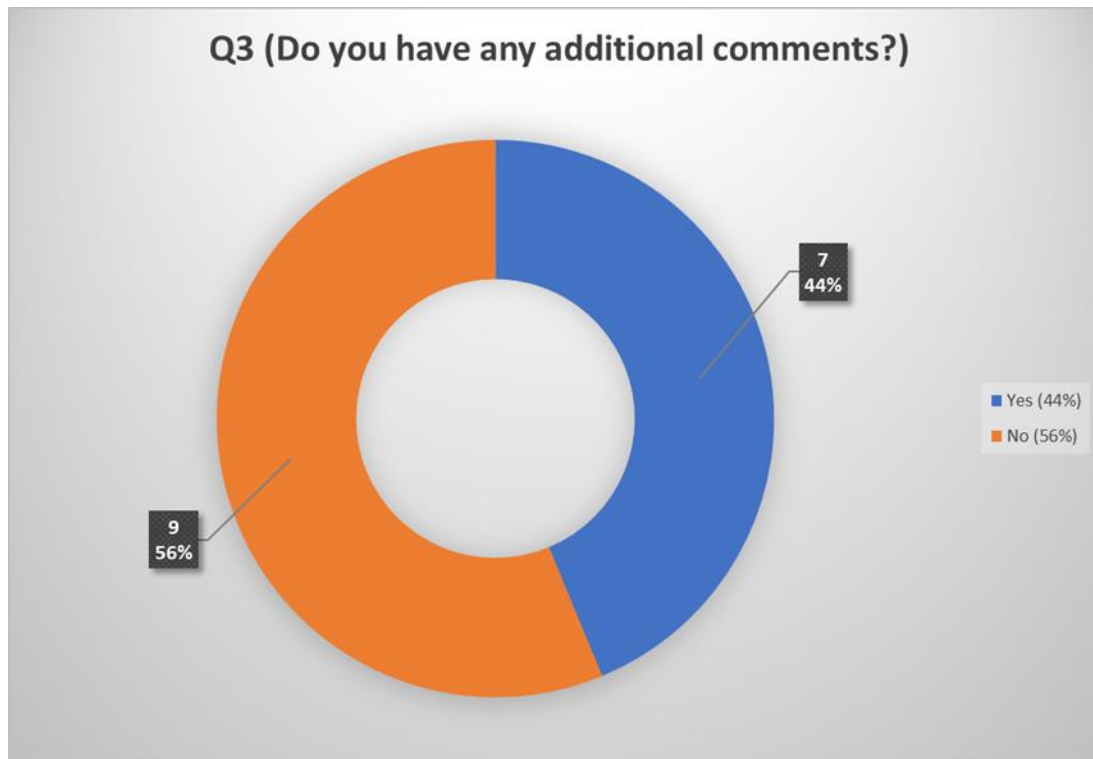
## Online Survey Results

**Q1 (Does this lighting plan meet the needs of your community?)**



**Q2 (Are there any ways to improve this plan?)**





## Next Steps

Thank you for participating in the public engagement for this project. The Public Works team carefully reviewed your feedback and made some adjustments to the plan.

In the proposed plan, Light #7 was to be located at the entrance to the park; however, since there is already a light in the park, Light #7 has been moved around the corner on Poplar Crescent, closer to Light #8.

The Public Works team is targeting June 2022 to have the new lights in service. These timelines are subject to change based on the availability of LED lighting supplies.

To stay informed about the project, or to receive project updates visit [participate.rmwb.ca/rural-streetlights](https://participate.rmwb.ca/rural-streetlights).

