



shape our region

Municipal Development Plan Phase 2 Engagement

Wood Buffalo Downtown Revitalization
Advisory Committee

Meeting Agenda

Project Review

Background Research

Phase 1 Engagement

Draft Vision & Goals

Overarching Big Moves

Your Involvement

Next Steps



Participate

*Using your smart phone or computer,
please go to www.menti.com and
enter the code 70 74 22 5*

*This platform will be used in addition
to our discussion today.*



Project Review

Purpose

RMWB is preparing a new Municipal Development Plan (MDP) to reflect changes in the social, cultural, and economic conditions of the region.

The new MDP will be created with input from residents throughout Wood Buffalo to ensure it reflects local values, opportunities, and challenges, and sets a clear vision for the Region's future.



What is the MDP?

The MDP sets out the vision and blueprint for how growth and development will happen in Wood Buffalo over the next 20 years.

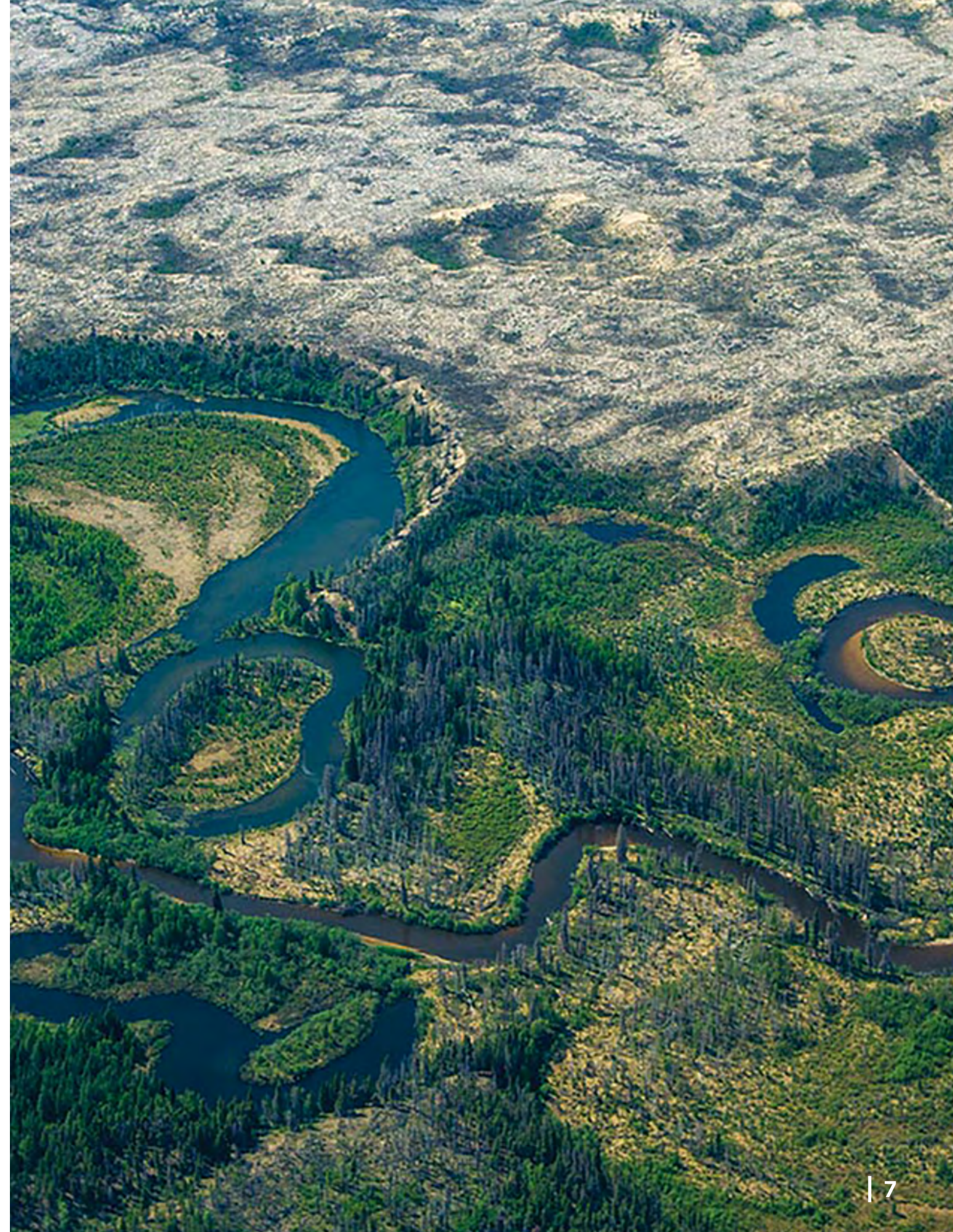
The MDP will:

- » Provide a comprehensive land use policy framework
- » Outline a strategic path forward to manage growth across the Region
- » Guide both short- and long-term decision making by Council and Administration
- » Decisions will shape the development and future changes made to your communities



Why is it important?

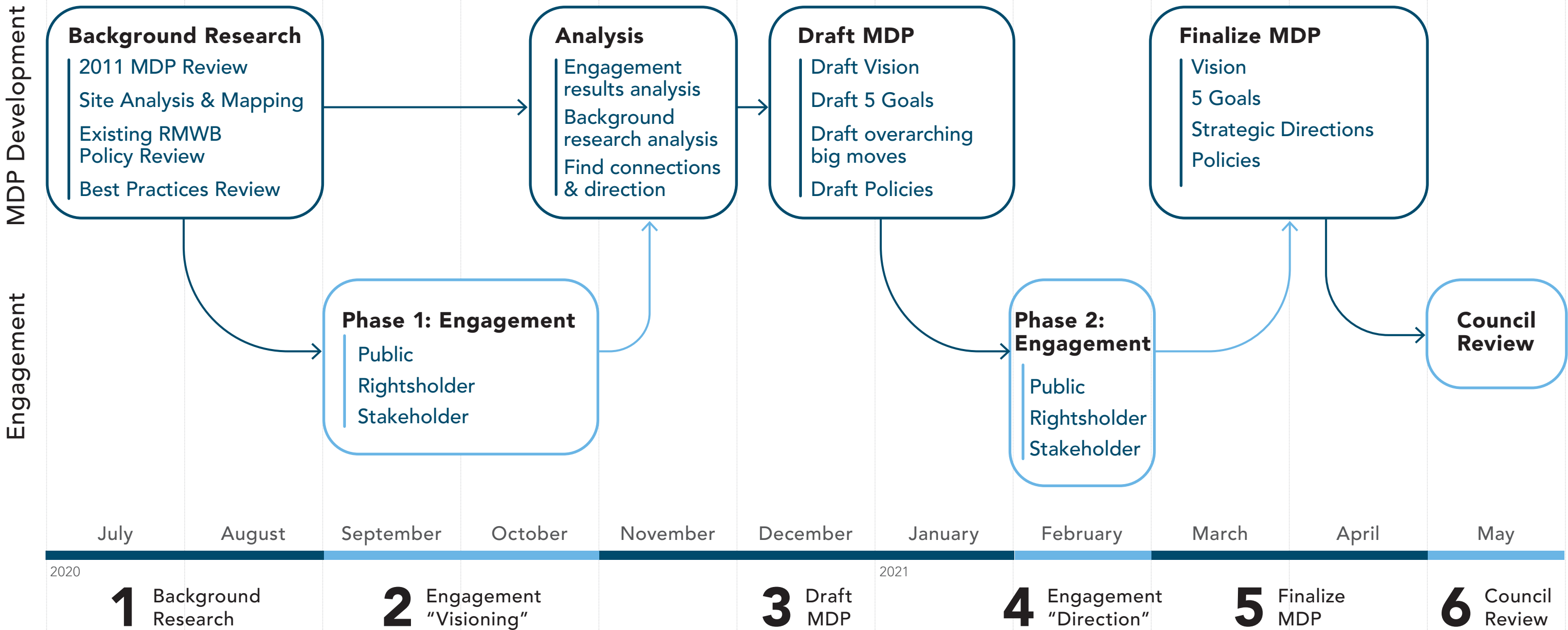
- » The 2011 MDP growth projections indicated that Wood Buffalo's population would grow to over 230,000 people by 2030
- » This growth has not happened due to several factors, including the 2013 floods, the 2014 global drop in oil prices and resulting economic downturn, the 2016 Horse River Wildfire, and the 2020 floods
- » In response to changing social and economic environments, the Municipality has taken this opportunity to reflect today's conditions through a new MDP



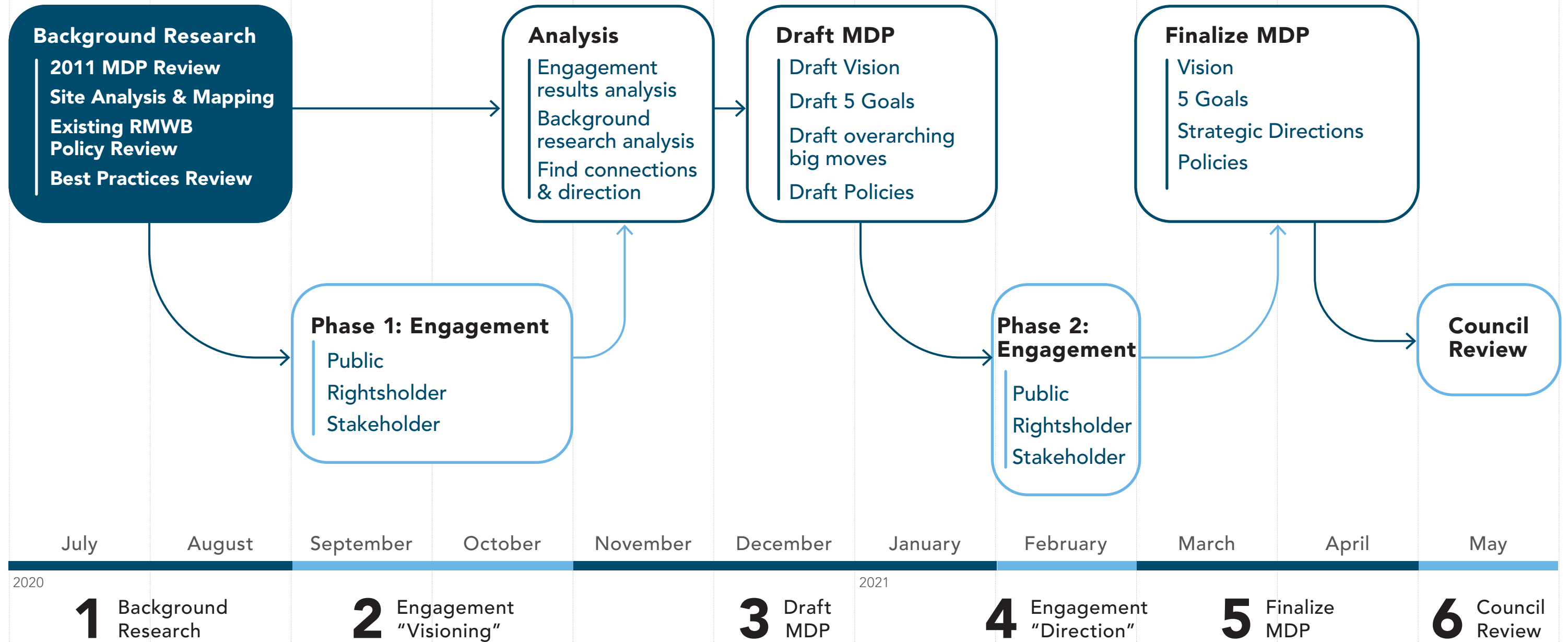
Where are we?

Phase 2 Engagement

"Direction"



Background Research Review



Background Research

2011 MDP Review

- » Current applicability
- » Bring forward to 2021 MDP

Best Practice Review

- » Analyzed documents and policies from **15** other municipalities, including:
 - » City of Edmonton
 - » City of Winnipeg
 - » City of Whitehorse

Existing RMWB Policy Review

- » To ensure alignment with current RMWB policies
- » Reviewed **over 50 RMWB Documents**, including:
 - » Wood Buffalo Social Sustainability Plan
 - » RMWB Parks Master Plan
 - » Wood Buffalo Culture Plan
- » Alignment with 2020 Place Brand Strategy

Site Analysis & Mapping

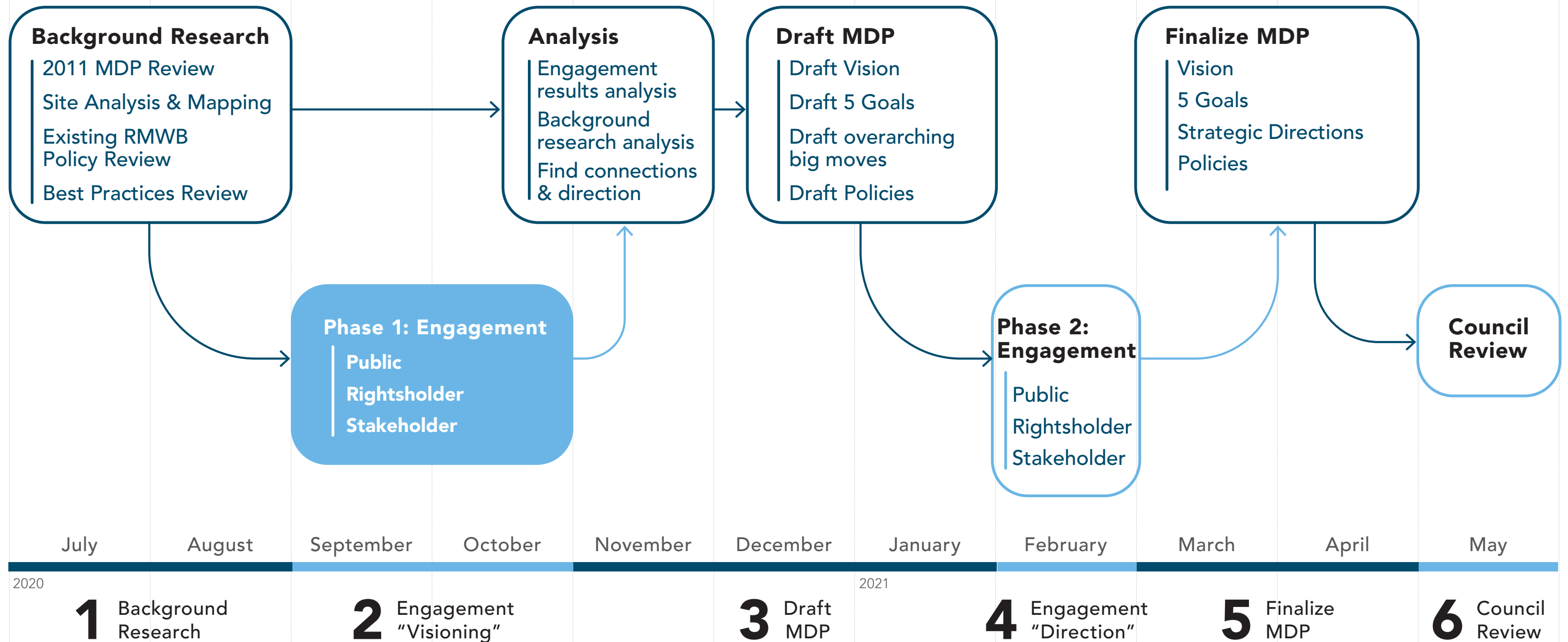
- » Site Visits & Meetings
- » Mapping Current Conditions
- » Identified Opportunities & Challenges
- » Conducted Population & Employment Projections

Major Take Aways

- » Many policies from the 2011 MDP remain relevant today and many policies need revision
- » Heavy focus on growth needs to be repealed
- » Emphasize a people first, place-based approach for the 2021 MDP



Phase 1 Engagement



What We Did

Public, Rightsholder, & Stakeholder Engagement

- » Engagement opportunities were held from September 28 to November 1, 2020

Goals

- » Introduce the project
- » Create awareness about the project and opportunities to engage
- » Identify values, vision, and priorities
- » Learn about any initial concerns, issues, and opportunities
- » Incorporate feedback to inform the vision, goals, and strategic directions



2

Open Houses



35

Workshops, In-Person & Virtual Meetings



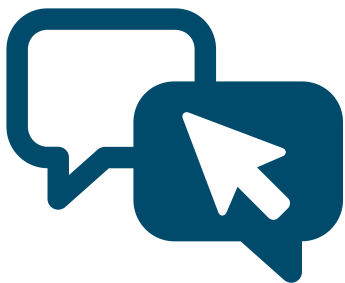
Online Survey



Interactive Mapping



Idea Sharing Platform



Online Discussion Forum



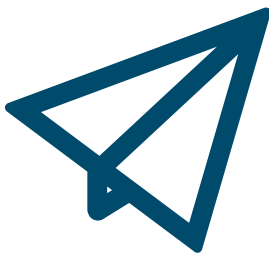
20+

Social Media Posts



4

Promotional Videos



+

Newsletters, Radio, & Signage

What We Heard

- » Gained insights into the values and priorities of Wood Buffalo residents
- » Confirmed a **place and community-based approach** to the MDP



What We Heard

- » Key findings illuminated **five main categories:**
 - » People & Community
 - » Nature & Recreation
 - » Responsible Development
 - » Economy & Innovation
 - » Arts, Culture, & Representation

People & Community

-  Attract People
-  Community Spirit
-  Essential Services
-  Family
-  High Quality of Life
-  Thrive

Nature & Recreation

-  Nature
-  Recreation





Responsible Development

-  Place-Based
-  Retail
-  Responsible Development

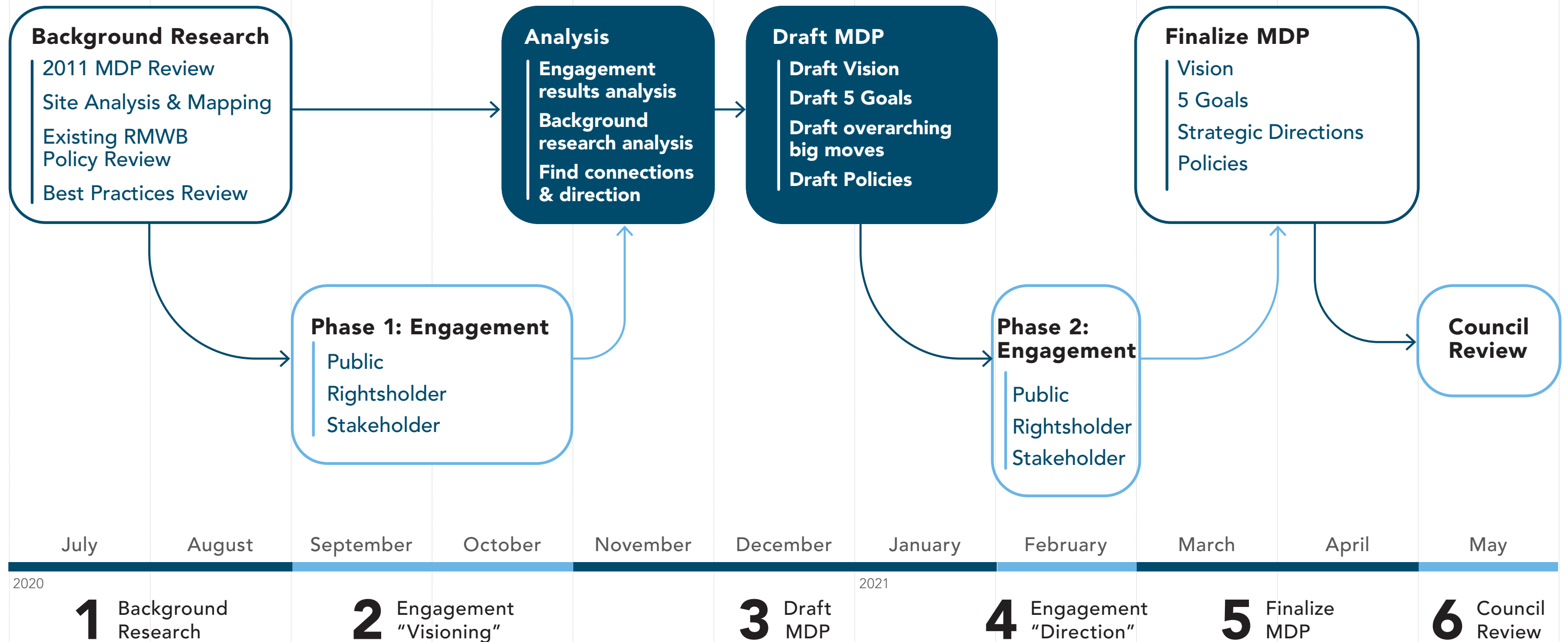
Economy & Innovation

-  Economic Opportunity
-  Education
-  Innovation & Expertise
-  Oil & Gas, & Related Industries
-  Renewable & Green Industries
-  Tourism

Arts, Culture, & Representation

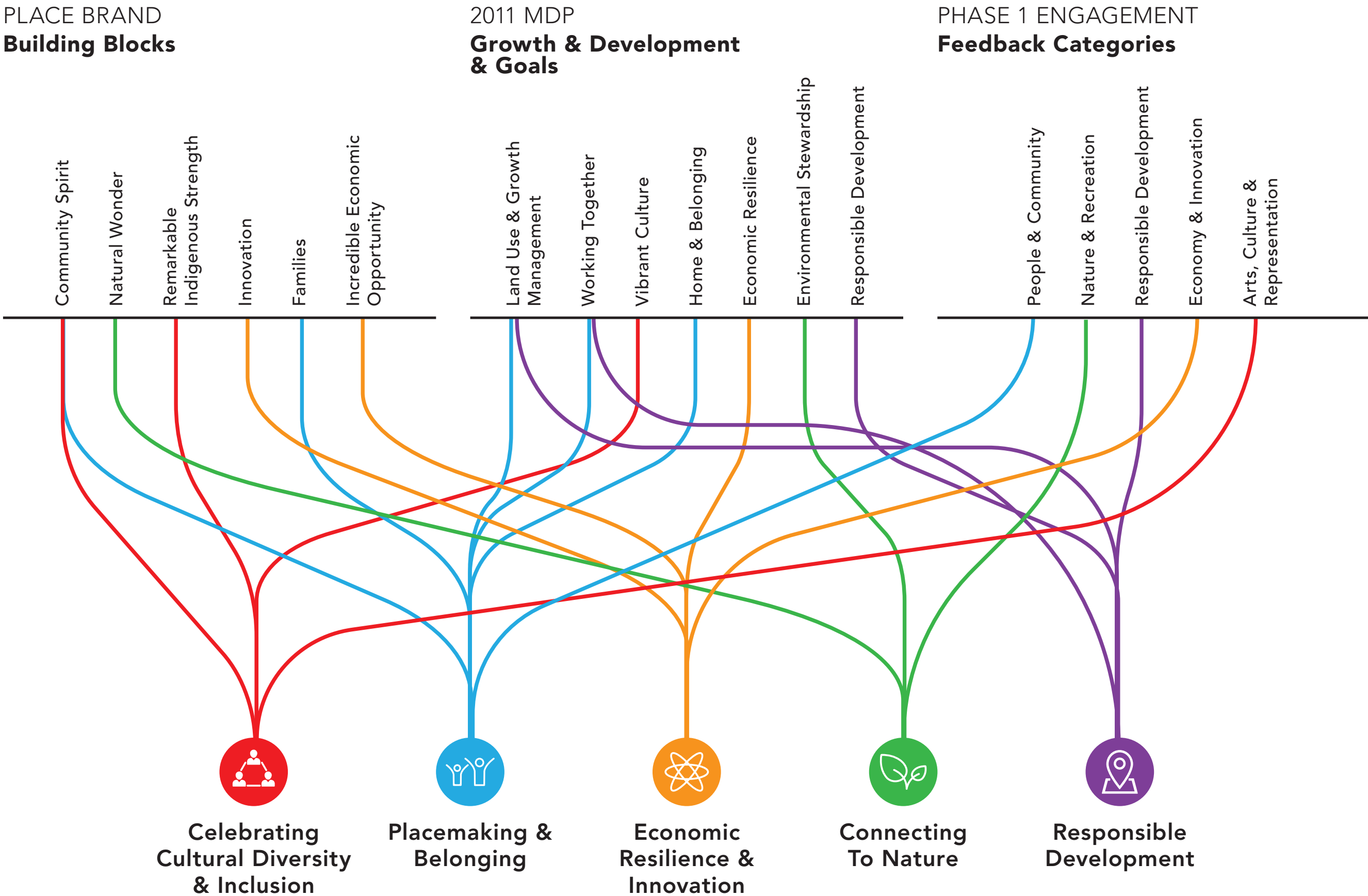
-  Collaboration
-  Image
-  Arts, Culture, & Entertainment
-  Recognition

Draft Vision & Goals



Process

» Background research and Phase 1 Engagement results were used to create the vision and goals



Vision

*A DIVERSE Region to live, work, play,
and STAY, FOREVER.*

- » The Wood Buffalo of tomorrow will be built on our greatest strengths. Our Region is a place like no other, a place of incredible opportunity and natural wonder.
- » A place of resilient community spirit, cultural diversity, and remarkable Indigenous strength.
- » By focusing and building on what makes Wood Buffalo great, we will pursue the opportunity, together, for all those who call Wood Buffalo home.
- » We will continue to develop a region with a place and community-based approach to reflect local values and make it a forever home.
- » Creating a healthy and sustainable Region for tomorrow is Wood Buffalo's story to tell, and this is only the beginning...



*Do you agree with
the draft vision?*

*Go to menti.com and use the code
70 74 22 5*



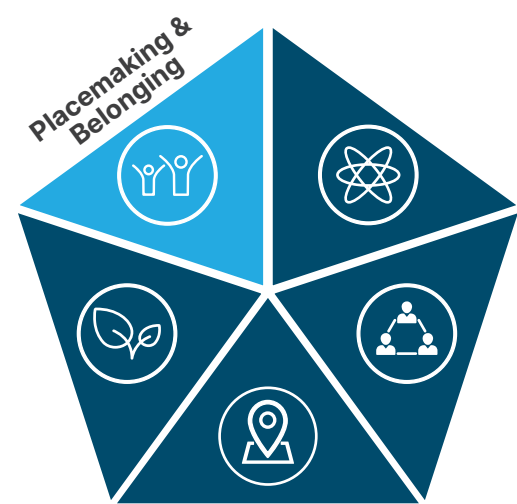
Goals



Goals

Placemaking & Belonging

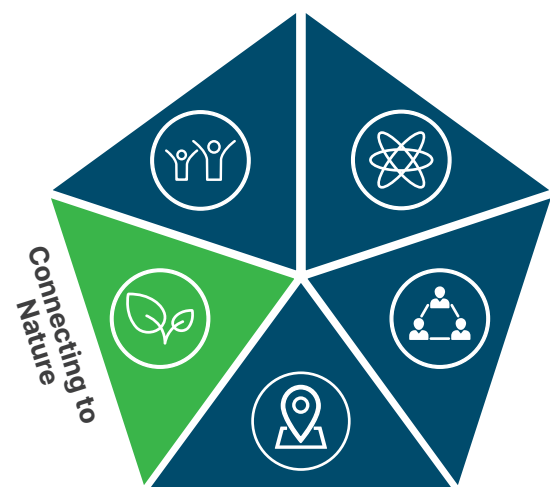
Wood Buffalo provides a sense of place, safety, and belonging fostered by a community built around meeting the needs of all.



Goals

Connecting to Nature

Wood Buffalo’s cherished wilderness, protected natural ecosystems, and lively parks, open space, and waterfront are a hallmark of our Region.



Goals

Responsible Development

As a desirable location to live for all who come to our Region, Wood Buffalo grows intentionally, with development that makes life better for all.



Goals

Economic Resilience & Innovation

Economic diversification and development will bring resiliency to the local economy and prosperity throughout Wood Buffalo, all while not forgetting our core industry.



Goals

Celebrating Cultural Diversity & Inclusion

Brimming with pride, our Region celebrates its Indigenous history and is committed to ongoing reconciliation. The recognition of our unique past, vibrant arts, culture, global diversity, and inclusivity make Wood Buffalo an amazing place to live.

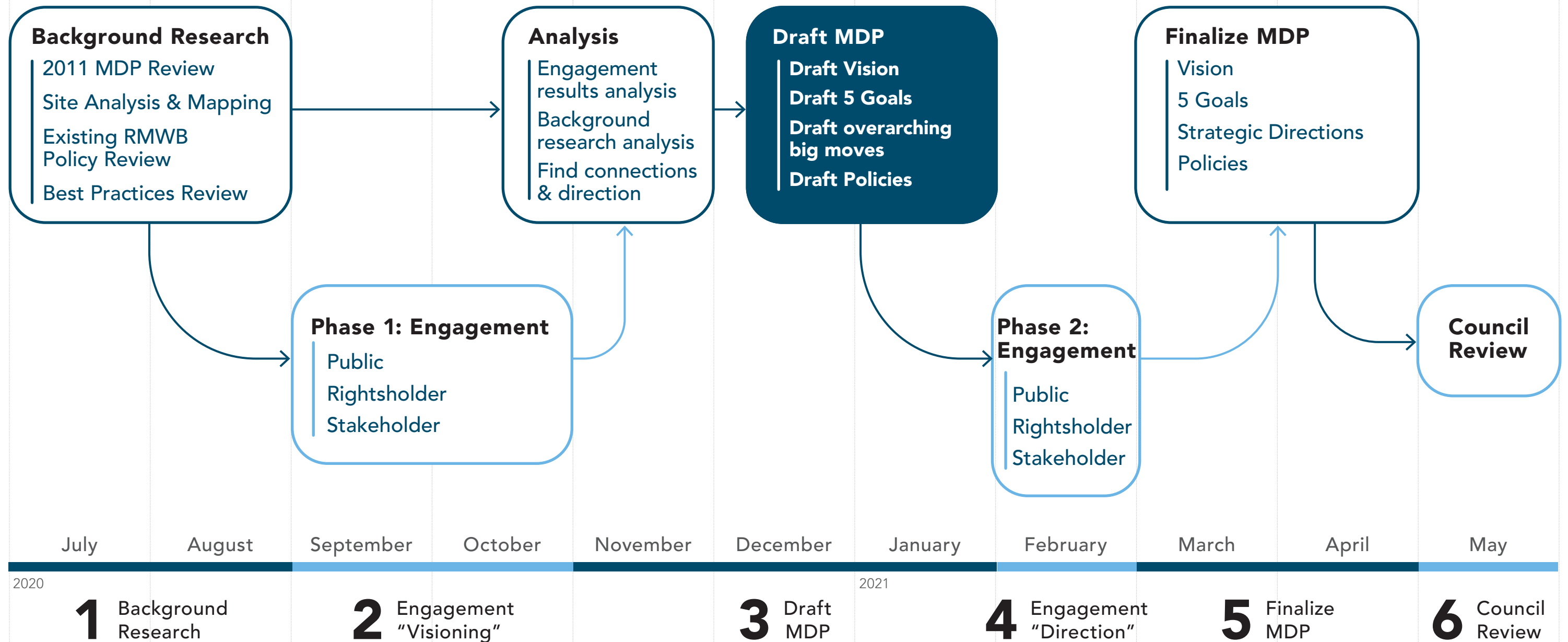


*Do you support the
draft goals?*

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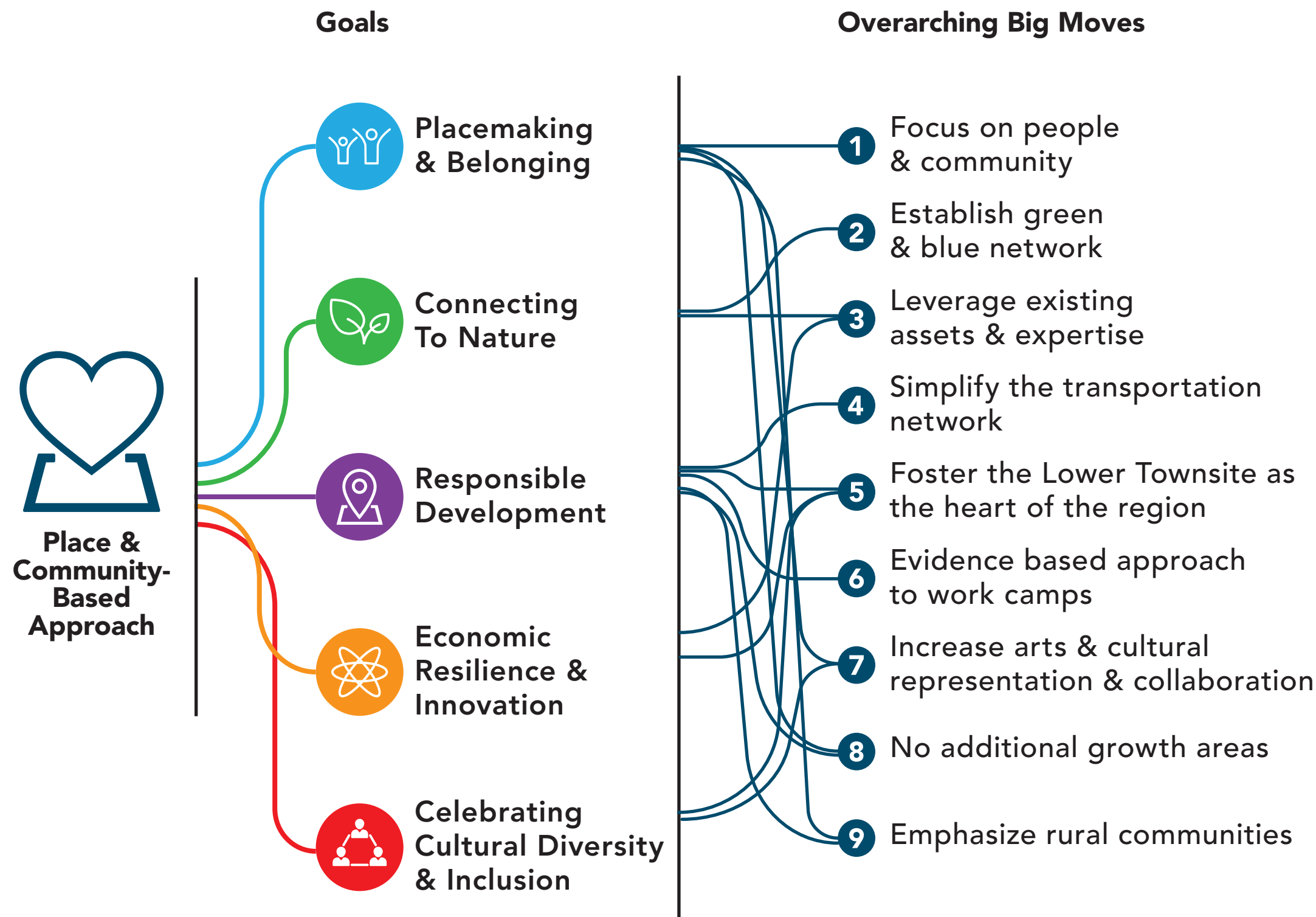


Overarching Big Moves



Overarching Big Moves

- » Big moves represent the major ways the 2021 MDP differs from the 2011 MDP
- » Big moves work together to achieve the goals and vision of the 2021 MDP



Focus On People & Community

- » At the heart of all our communities are the people
- » Focus on the people and communities of Wood Buffalo first by:
 - » Ensuring residents have access to their daily needs within accessible, safe environments,
 - » Provide social, cultural, recreational, and employment opportunities that support healthy and fulfilling lives
 - » Enhance high quality of life



Establish Green & Blue Networks

» Green Network:

- » Connects natural open spaces and trails across the Region
- » Increase recreation and mobility options, enhance open space, and improve access to natural areas in a sustainable manner

» Blue Network:

- » Enhance waterfront and river recreation opportunities
- » Improve flood protection
- » Recognize a historic connection to rivers and water

» Together:

- » Balance the need to preserve sensitive landscapes with the desire to access nature



Leverage Existing Assets & Expertise

- » Wood Buffalo is well-positioned to leverage its existing expertise into innovative, new opportunities
- » The new MDP will promote the pursuit of local innovation through supporting business incubator spaces, and increased post-secondary education opportunities
- » Building on Wood Buffalo's existing assets and expertise will provide greater economic balance, stability, and opportunity, and a higher quality of life for residents



Simplify the Transportation Network

- » Reflect Wood Buffalo's current transportation needs:
 - » Simplify and right-size the transportation network
 - » Optimize existing transit options
 - » Improve efficiency of the roads
 - » Provide more options for mobility throughout the Region



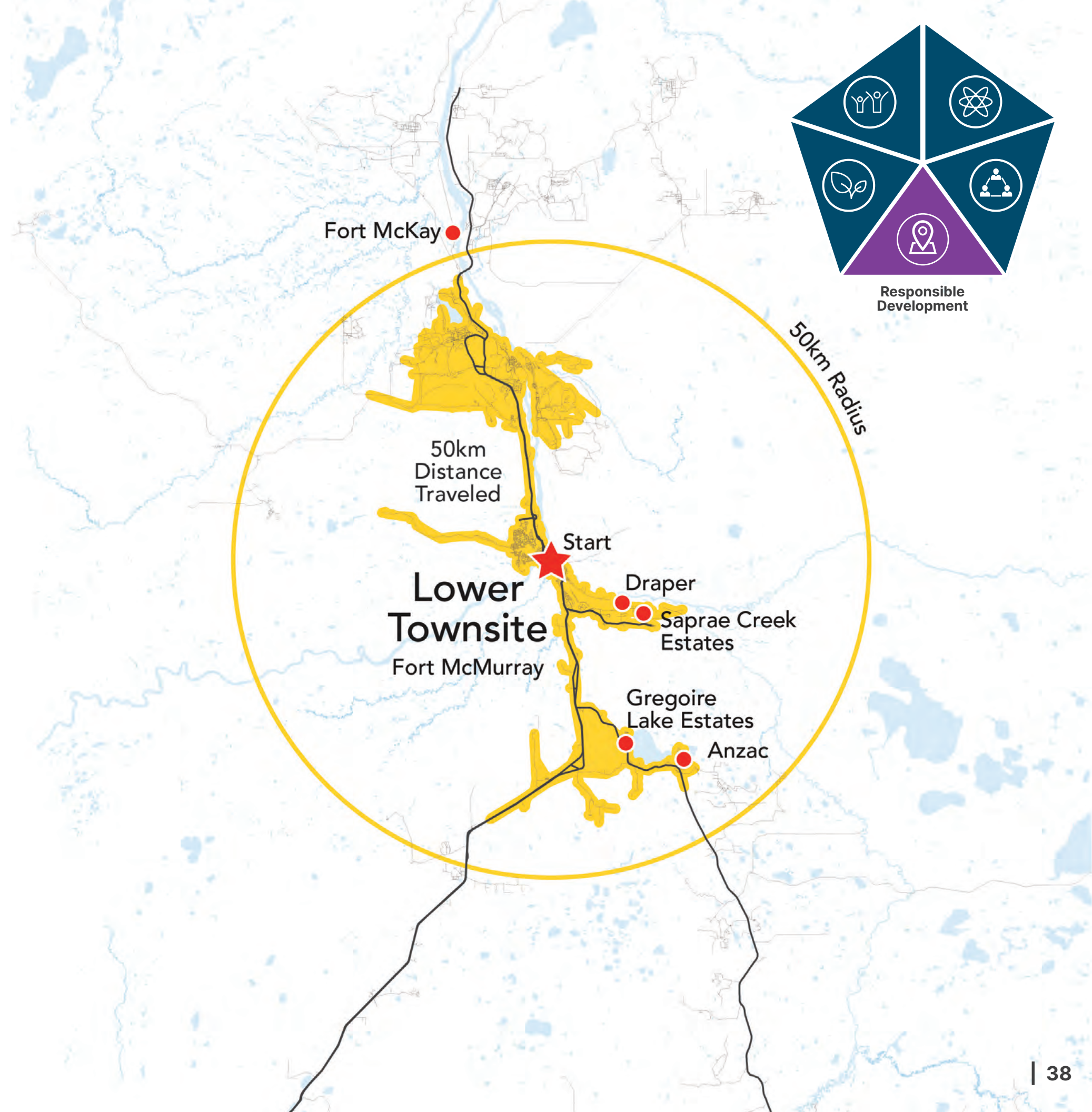
Foster the Lower Townsite as the Heart of the Region

- » Fort McMurray is the economic centre of Wood Buffalo
- » The Lower Townsite acts as the heart of Fort McMurray, and the Region
 - » Follow the guidance of the 2021 Downtown Area Redevelopment Plan
 - » Emphasize connections to MacDonald Island
 - » Grow into an exciting arts, entertainment, and cultural district



Evidence Based Approach to Work Camps

- » Proposes a “distance-traveled” approach to calculating the “reasonable commute distance” to restrict the use of work camp accommodations for full-time employees of industrial operations in proximity to Fort McMurray
- » The distance-traveled approach calculates the actual distance a vehicle travels using accessible and existing roads, determining a more realistic and accurate reasonable commute distance calculation for employees
- » Opposed to the radius approach currently used



Increase Arts & Cultural Representation & Collaboration

- » Wood Buffalo has a multicultural identity is rooted in rich First Nations and Métis heritages
- » The 2018 census recorded significant ethnic diversity
- » Quality of life for all is enhanced through opportunities to celebrate the unique cultures of the Region
- » Promotion of and participation in diverse arts and cultural activities provide educational opportunities and brings people together
- » Increased collaboration with local communities will provide opportunities for people to make their voices heard, express their ideas, and tell their stories



No Additional Growth Areas

- » In 2011, projections indicated that Wood Buffalo's population would reach over 230,000 people by 2030
- » New sets of population projections, conducted in 2020, show that the Region's population will remain largely stable for the next 20 years
- » 2021 MDP will not allow the development of additional growth areas until existing areas are built
 - » Focus efforts and investments on existing communities
 - » Allow the prioritization of enhancing the amenities, sense of place, and communities that already exist



Emphasize Rural Communities

- » Wood Buffalo is one of the largest municipalities in Canada
- » Due to its size, the MDP incorporates guidance for both urban and rural communities, as well as for the Region as a whole
- » Through increased collaboration with rural communities, the MDP will emphasize their unique needs and importance within the Region



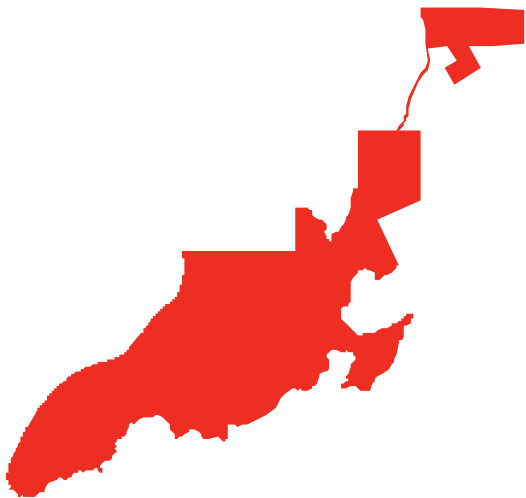
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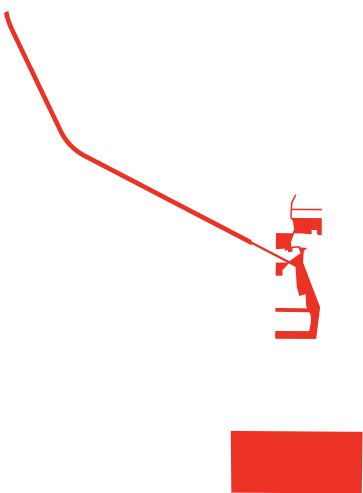
Conklin



Draper



Fort Chipewyan



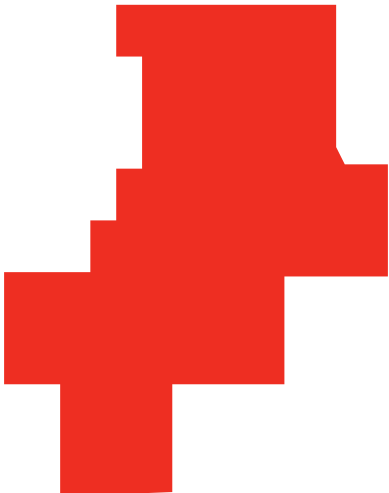
Fort Fitzgerald



Fort McKay



Gregoire Lake Estates



Janvier



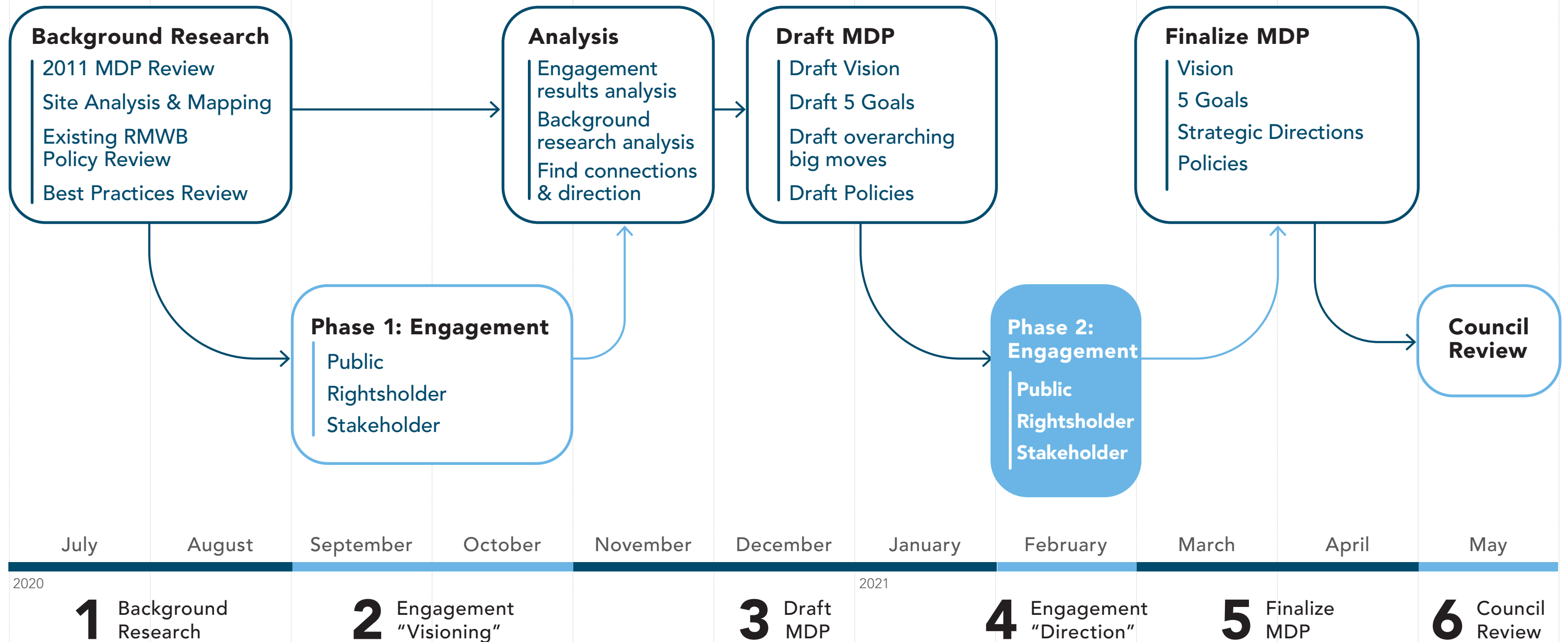
Saprae Creek Estates

*Do you support the
overarching big moves?*

*Go to menti.com and use the code
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Your Involvement



Your Involvement

- » Your role over the next phases of the project will be to:
 - » Stay involved on rmwb.ca/MDP
 - » Review the draft MDP when it is circulated.
 - » Thank you!



Questions?

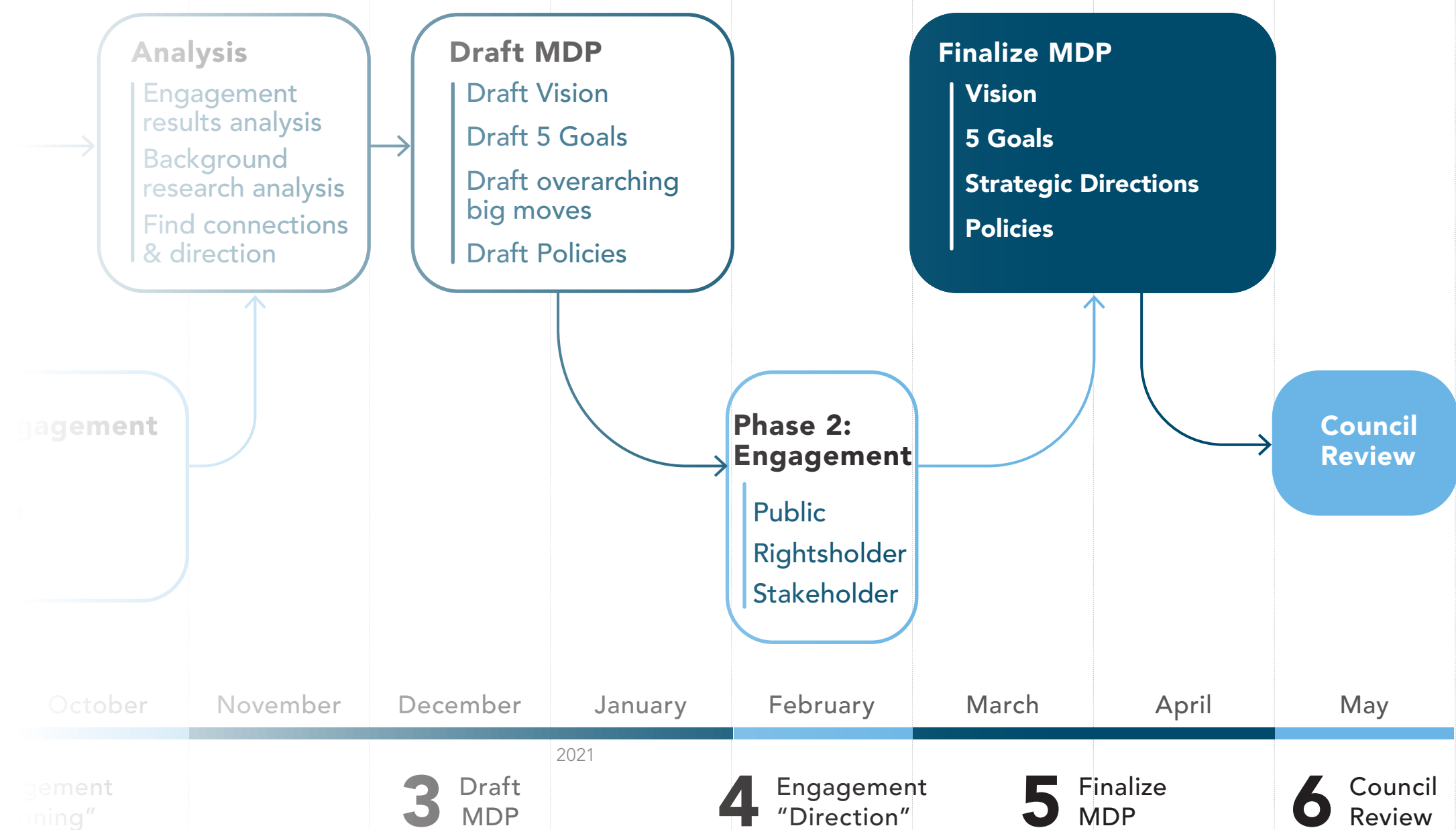


Next Steps

Next Steps

Project Team will:

- » Prepare an engagement summary report
- » Create the Draft MDP
- » Gain feedback on the Draft MDP
- » Bring finalized MDP to Council in May 2021



Questions?

