

Edmonton launches innovative new online public engagement tool

Edmonton is one of the first municipalities in Canada to launch a new way to connect with residents. The Edmonton Insight Community is an online space where residents can provide their opinions and perspectives on a variety of topics that affect Edmonton's future.



"We have heard loud and clear that citizens have an increased expectation when it comes to public engagement," says Mayor Don Iveson. "The more opportunities we can offer people to contribute in ways that are meaningful and easier for them, the better outcomes we will see on decisions that affect our neighbourhoods and our city."

The Edmonton Insight Community will allow the City to communicate with people in an online forum, and will allow residents to provide input when it is convenient for them through their computers and smartphones. The program will support the already existing methods of public engagement and consultation.

"We are working to improve the tools we use to engage with residents in an effort to better understand their opinions, insights and priorities for the City," says Jason Darrah, Director of Public Communications. "The online community can help tap into the wealth of knowledge Edmontonians have about their community and their desire to provide input on a range of issues that affect our quality of life."

An insight community is different than traditional methods of public engagement because it will not be limited to one topic. As well, it will enable the City to engage with and learn from a diverse group of people over time.

The City is hoping to recruit more than 2,000 people to participate in the community. The large size and monitored demographic information of participants will help ensure the community reflects the interests of the broader population.

In order to join the Edmonton Insight Community, individuals must be 15 years of age or older, live in the City of Edmonton or own property in Edmonton and be willing to participate in the community on a regular basis.

For more information:

Visit edmonton.ca/insightcommunity

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