



# What We Heard Report #1

January 2023



## Land Acknowledgement

The City of Spruce Grove is honoured to acknowledge the land we work, play, and make our homes on as Treaty 6 territory, and the Métis Nation of Alberta Region 4. This is sacred land that holds the hearts, footsteps and spirits of many First Nation, Métis and Inuit Peoples, and in particular, Paul First Nation, Enoch Cree Nation, Alexis Nakota Sioux Nation, Michel First Nation, Alexander First Nation, and the Lac Ste. Anne Métis. We recognize and acknowledge Indigenous values, traditional teachings, ways of being, contributions, and historical inequities. The City is dedicated to Truth and Reconciliation to help in healing, and learning to build reciprocal and trusted relationships. We commit towards strengthening relations and building bridges with the Indigenous Nations whose traditional territories the City is located within.



# Shaping Our Community

## Project Background

Shaping Our Community is the process of identifying our community's shared values, and building a framework for future decision-making around those values to shape the future of our city. By partnering with the community, we can understand our collective hopes and dreams for Spruce Grove and how we can build on what we have to create the city we want to become.

The Shaping Our Community process will result in *The Shape of Our Community*, Spruce Grove's new Municipal Development Plan (MDP). An MDP is a policy document that provides guidance for decision-making in the short-, medium- and long-terms that is consistent with the desired future outcomes for the community. All Alberta municipalities are required to adopt an MDP bylaw in accordance with the Municipal Government Act.

## Public Engagement

Shaping Our Community focuses on shared community values. This is because as a community, we prioritize and give resources to what we value. Therefore, all engagement activities involve and follow from identifying our shared values.

There are three phases of community engagement:



The first phase launched in October 2022, and community members provided their feedback online and in-person. Themes were identified as feedback was reviewed and sorted, which led to the identification of key community values. This report discusses the results of this first phase of engagement.

## Future Engagement

The next phase of engagement will identify options and choices for the community's future and will begin in Spring 2023. The final phase will be presentation of the draft MDP document towards the end of 2023.



# How We Engaged

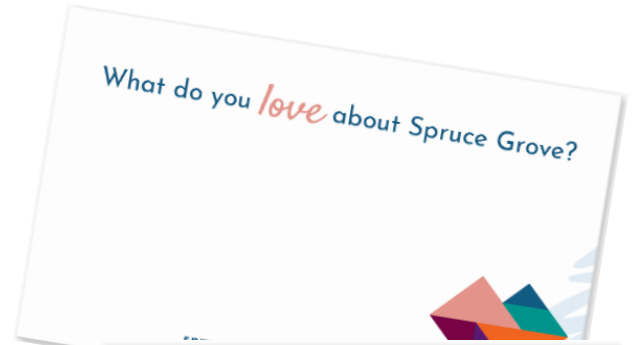
## Gathered Feedback

The City asked the public to answer two questions in the fall of 2022.:

1. What do you love about Spruce Grove?
2. What is a dream you have for Spruce Grove?

The questions were presented to the community in a variety of ways:

- online using a survey
- in person using large-scale sticky notes, markers and poster boards stationed at public locations
- and, via elementary, junior and high school classrooms where students filled out sticky notes, applied them to poster boards and sent the City photographs of their efforts.



## Reviewed & Sorted Feedback

Approximately 7000 responses were returned to the City. Every response was reviewed by two groups: the Technical Advisory Committee (TAC) and Community Panel (CP).



### TAC Members

Avelyn Nicol, Senior Environmental Advisor  
 Bill Sabey, Transit Manager  
 Bill Ruether, Supervisor of Drainage  
 Emily Strach, Manager, Corporate Planning  
 Sean Renaud, Strategic Initiatives Lead  
 Deb Comfort, Director of Recreation and Cultural Services  
 Dave Walker, Director of Economic and Business Development  
 Rae-Lynne Spila, Municipal Engineer  
 Tammy Woroschuk, Manager of Family and Community Support Services  
 Scott Rodda, Director Community Social Development

### CP Members

Angela Regier, City Centre Business Association  
 Nicholas de Rose, Canadian Home Builders Association  
 Ian Kondics, ReMax  
 Brad Bartko, disAbility-Accessibility by Design  
 Rebecca New, Allied Arts Council  
 Jacquie McLoed, NAIT  
 Lori-Anne St. Arnault, Meridian Housing  
 Mark Francis, Public School Board  
 Tracy Woodman Raymond, Neighbourlink Parkland (Alliance of Christian churches)  
 Emeline Lamboson, Filipino Association





# What We Heard

The feedback was sorted into the following themes:

- Community Well-Being
- Community
- Well-Planned Community
- Trails & Parks
- Honouring the Land & Our Relationship to it
- To be Valued
- Accessible
- Social Support
- Small Town Feel
- Healthy Lifestyle
- Business/Commercial
- Convenient Goods and Services
- Recreation & Amenities



The TAC and CP members were asked to further explore the themes by asking the following questions regarding each theme:

1. What is this about?
2. What are our priorities?
3. What is it about this that gets us through thick and thin?
4. What key words describe this?

The key words arising from the theme exercise are represented in the word cloud below, where words used most often are larger:





# Community Values

Discussion with the TAC and CP members revealed key words that lead to the development of the main community values.

The MDP Values and definitions were drafted by the Project Team and reviewed by the TAC and CP two times before being finalized as presented below. These are the Values are the foundation that supports policy development for the MDP.

Value	Definition
Connection	Spruce Grove has a strong sense of belonging and community where people can access services and amenities that meet their needs and contribute to a high quality of life.
Diversity & Inclusion	Spruce Grove enjoys equitable, barrier-free, and affordable access to places, services, opportunities, and participation in civic life allowing for people of all backgrounds and abilities to live with dignity.
Resilience	Spruce Grove’s creativity and self-reliance allows for innovative and adaptive responses to social, economic, and ecological changes.
Well-Being	Spruce Grove’s health and wellness is supported by access to recreation, culture, the natural environment, and a prosperous economy within a safe and secure community.

