



UDI-ER COUNCIL BRIEFING NOTE

Date: July 6/8, 2020

Municipality: City of Edmonton

Topic: *Reimagine Report – Strategic Response to COVID-19*

Summary

- In response to current economic challenges (COVID-19 and the decrease in oil prices), City of Edmonton Administration is “Reimagining” the City’s work and services.
- These changes are described within the *Reimagine Report – Strategic Response to COVID-19*.
- The Reimagine stage is the final part of the City’s four-stage model for responding to COVID-19.
- On Wednesday, July 8, City Council unanimously carried a motion receiving CR_8379 – *Reimagine Report – Strategic Responses to COVID-19* for information.
- As its implementation is a key recommendation within the *Reimagine Report*, the City Plan will now bypass Committee and proceed directly to a City Council Public Hearing in September, 2020.

Background

In response to current economic challenges (COVID-19 and the decrease in oil prices), City of Edmonton Administration is “Reimagining” the City’s work and services.¹ As the final part of the City’s four-stage model for responding to COVID-19, “the Reimagine stage was initiated to ensure that the City of Edmonton could explore how the COVID-19 crisis may shift resident preferences and expectations for how the City works, and consider how Edmontonians may interact with their city and participate in the economy in the next 18 to 24 months, and beyond.”² These changes are described within the *Reimagine Report – Strategic Response to COVID-19*. (To view the Council Report and the attachments for this item (including the full *Reimagine Report*) please [click here](http://sirepub.edmonton.ca/sirepub/mtgviewer.aspx?meetid=2556&doctype=minutes&itemid=81853)). To help achieve this shift, *the Reimagine Report* is guided by five overarching themes:

- 1. Reimagined City Building
- 2. Reimagine Services
- 3. Modernizing the Workforce
- 4. Relationship-Based City
- 5. Financial Viability

Additionally, falling under these five themes are 29 strategic recommendations, which are to be implemented on a phased approach.

¹ City of Edmonton. Council Report (CR_8379), p.1.

<http://sirepub.edmonton.ca/sirepub/mtgviewer.aspx?meetid=2556&doctype=minutes&itemid=81853>

² Ibid, p. 2.

In essence, this report examines the tradeoffs and difficult choices that the City will need to make while continuing to provide essential services and pursuing Council's strategic objectives while still being cognizant of the low desire for any potential tax increases.

What Happened at Council

On Wednesday, July 8, following a presentation from the City's Executive Leadership Team, City Council unanimously carried a motion to receive CR_8379 – *Reimagine Report – Strategic Responses to COVID-19* for information.

Next Steps

Items requiring Council approval specified within the *Reimagine Report* will return to Council when required. Additionally, as its implementation is a key recommendation within the *Reimagine Report*, the City Plan will now bypass Committee and proceed directly to a City Council Public Hearing in September, 2020.

UDI-ER has been actively involved with City Administration as a major stakeholder regarding the City Plan file and will continue to closely monitor and update Members on all significant developments.