

Appendix E – Summary of Jurisdictional Research

Edmonton

Edmonton launched a Winter City Strategy in October 2012 and adopted an implementation plan in September 2013. The cost to develop the strategy was \$260,000 (\$210,000 invested by the City of Edmonton, and \$51,000 in private sponsorship). It took approximately two years (2010-2012) to develop the strategy. Annually the cost of implementation is \$370,000; this includes two full-time staff who operate their Winter City Office. This work has been paused due to COVID – 19 and staff redeployed.

The Edmonton Strategy has 10 Goals in Four Themes.

WINTER LIFE	WINTER DESIGN	WINTER ECONOMY	OUR WINTER STORY
Make It Easier to “Go Play Outside”: Provide More Opportunities for Outdoor Activity	Design Our Communities for Winter Safety and Comfort	Increase the Capacity and Sustainability of Edmonton’s Winter Festivals	Celebrate the Season and Embrace Daily Living in a Cold Climate
Improve Winter Transportation for Pedestrians, Cyclists and Public Transit Users	Incorporate Urban Design Elements for Winter Fun, Activity, Beauty and Interest	Develop a Four-Seasons Patio Culture	Promote Edmonton’s Great Northern story Locally, Nationally and Internationally
		Become a World Leader in Innovative Winter Related Business/Industry	Kick Start and Lead Implementation of Edmonton’s WinterCity Strategy: Apply a ‘Winter Lens’ to Our City

In addition to the strategy, Edmonton has an implementation plan that details 64 actions to be that support the goals and enable the community to further activate the community.

Saskatoon

Saskatoon launched a Winter City Strategy in September 2020. The cost to develop the strategy was over \$675,000 and included hosting a Winter City conference in 2019. It took approximately four years (2016-2020) to develop the strategy. Several interim measures, such as offering a community grant, lighting activities and placing warming huts, were undertaken to facilitate quick wins to move forward with creating a Winter City while the strategy was being developed. The Strategy identified the following objectives.

WINTER DESIGN	WINTER ECONOMY	WINTER LIFE & CULTURE
Make it easier to move around the city in winter.	To develop a strong winter economy.	To provide information about winter safety and inclusion.
Ensure public spaces and facilities are designed for winter comfort, safety and activity.	Sustainable approach to how we manage snow.	To support the needs of vulnerable populations during the winter months

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		To develop and support winter activities and events that encourage social activity in winter
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Saskatoon’s intention is to develop an implementation plan with anticipated timeframes, estimated budget, leadership and partners and progress measures for each action.

Wintermission (8 80 Initiative)

In 2019, 8 80 Cities, a non-profit organization focused on bringing residents together to enhance mobility and public spaces, partnered with three US cities: Leadville, Buffalo and Eau Claire, to create Winter Strategies that advanced a program called Wintermission. Wintermission aims to combat social isolation and increase levels of physical activity in winter for all residents. The development of each strategy was \$120,000-\$140,000 (not including pilot costs). Each city identified priorities (outlined below). Within each priority, the city identified 1-5 pilot projects. These projects were implemented in the 2019/2020 winter. The results of the pilot projects were used to inform the final strategies and actions for each city.

<i>Eau Claire</i>	<i>Buffalo</i>	<i>Leadville</i>
<ul style="list-style-type: none"> • Snow & Ice Maintenance 	<ul style="list-style-type: none"> • Winter Snow Clearance 	Develop new approaches to snow management
<ul style="list-style-type: none"> • Winter mobility 	<ul style="list-style-type: none"> • Winter warmth 	Improve winter accessibility and comfort
<ul style="list-style-type: none"> • Winter events & activities 	<ul style="list-style-type: none"> • Winter programming 	Enhance winter events and traditions
<ul style="list-style-type: none"> • Winter Culture 	<ul style="list-style-type: none"> • Winter Inclusivity 	Make winter inclusive for everyone

It was identified that having a designated staff person to serve as the Program Lead would further entrench the winter strategy and lead to better implementation.

Fort St John

The City of Fort St. John first focused on all season design and planning through the creation of Winter City Design Guidelines in 2000. The Winter City Design Guidelines were included in the City’s regulatory framework as an appendix to the Subdivision and Development Servicing Bylaw. In 2017-2019, they created a Winter City Micro-Project Strategy. The strategy team focused on the following four areas to identify 55 micro-projects. Of these 55, 20 required relatively few resources to implement and had a high impact on improving winter livability so were included in the Strategy.

PHYSICAL	SOCIAL	ECONOMIC	POLICY
Improving the built environment of a community to respond to winter conditions.	Addressing social challenges that emerge or intensify during the winter.	Taking advantage of economic opportunities, while addressing economic challenges associated with the winter season.	Factoring winter considerations into the decision making and administration of different organizations

The budget for implementing the Winter City Micro-Project Strategy is \$475,000 over five years. The Strategy recognizes that some projects are dependent on funding and actions from partners.

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Winnipeg

The mayor and Economic Development Winnipeg signed on as a member-city of the World Winter Cities Association for Mayors, a network of over 20 northern cities worldwide dedicated to promoting winter technologies and experiences, in 2017. There is no Winter City Strategy, however, Economic Development and Tourism Winnipeg use the designation in marketing material showcasing how businesses leverage the cold and to “show that we are serious about being a winter city.”

Tourism Winnipeg promotes events using their website and runs a leisure tourism winter campaign. The community and City both offer numerous winter activities and amenities aligned to the Winter City concept. For example, that’s where Crockicurl was created.