A Region to Realize Every Ambition

The Edmonton Metropolitan Region is a collection of diverse communities, cooperating to bolster each other’s strengths, enhance connections, and represent our value to the world.

Together, our communities form a complete and sustainably growing Region with something to suit every ambition.
Evolution of the Edmonton Metropolitan Region

The Edmonton Metropolitan Region has experienced a dramatic, but quiet shift. It is the kind of shift that is almost imperceptible, but upon reflection leaves you feeling completely transformed. It happened when we switched our focus from being individual communities and municipalities, and recognized our immense collective potential and inherent worth.

We came together in a concerted effort to share our challenges and champion our successes. Each neighbouring community transformed into an ally, and collaboration became the answer to the question, “What will make the Edmonton Metropolitan Region exceptional?”

Through these many subtle changes, we have seen unprecedented benefits. Now, we have the capacity to grow with easier pathways for the flow of people, resources, and ideas. We’ve gained an enriched confidence in our Region. Each community’s strength enhances the lives of its neighbours’ so that every resident and business can thrive in our dynamic Region.

Instead of concentrating on our weaknesses, we focus on what makes each of us great: agriculture, arts, industrial development, heritage, nature reserves, and culture. We no longer have to shoulder the responsibility of creating a strong community alone, we can share in
the value of, and rely on, our neighbour’s strongest qualities.

The diversity of the Region positions us to not only flourish internally, but to draw in further economic development. We’re able to attract top business and talent from across Canada and around the world to our Region because it has a fertile niche for everyone.

This shift will take a continued, collective effort by all communities to rally together.

We share in each other’s strengths and individual qualities for the realization of a successful Region.

We must continue to collaborate, think regionally, and speak globally about our diverse, yet connected and thriving, Edmonton Metropolitan Region.

Together, we’re creating opportunities for a more vibrant future.

WITHIN THE REGION

1.3 million PEOPLE / 725,000 JOBS

30% of Alberta’s GDP

North Saskatchewan River Valley is 88 kms long (or 18,000 acres)

EIA is 5th busiest airport in Canada

1,776 kms PIPELINES
Municipalities & other Stakeholders

Growth Plan

Metro Servicing Plan

Edmonton Metropolitan Region Board
Regional Action, Global Opportunity.

EDMONTON GLOBAL
PARTNERS FOR REGIONAL PROSPERITY

Edmonton Metropolitan Region
Planning Together for the Future—Responsible Growth and Prosperity

It is projected that within the next 30 years, the Edmonton Metropolitan Region will double in population, reaching 2.2 million people and 1.2 million jobs. Currently, the Region is responsible for 30% of Alberta’s GDP. In order to maintain this prosperous environment for families and businesses, and to stay competitive globally, we must plan for the future.

The EMRB planned ahead and members collaborated to create the Edmonton Metropolitan Region Growth Plan for a region-first perspective. The intent was to ensure smart growth, reduce inefficiencies and waste, and maximize growth potential.

This Growth Plan was approved by the province in October 2017, and its implementation will be the focus of the Board’s work. That includes the development of a Regional Agriculture Master Plan as well as the development of a Metropolitan Servicing Plan, as mandated by the new 2017 EMRB regulation.
How does the Edmonton Metropolitan Region Board Work?

The Edmonton Metropolitan Region Board (EMRB) is a Growth Management Board, and the Region’s long-term planning forum. Board members are representatives of member municipalities (see inside cover). Like its counterpart in the Calgary Metropolitan Region, member municipalities include the “core municipality, all rural municipalities that are adjacent to the core, and all urban municipalities with more than 5,000 citizens”.

The EMRB is a collection of diverse, complementary communities with distinct strengths and advantages to be shared, making us stronger together. The Board works together toward a balance of regional benefits and responsibilities. We speak with one voice for the Region and plan for responsible growth to ensure our communities are understood and their collective needs are reflected.

As one coordinated Region, we are positioned to better connect communities, promote collaboration, and drive continued regional success. Our award-winning Growth Plan is one outcome of this successful collaboration. Another is the recognition of our economic growth advantage to attract business and investment from around the world to create jobs, which has evolved into the first regional economic development entity, Edmonton Global (see pg. 12 for more details).
Edmonton Metropolitan Region Growth Plan

It is vitally important to the prosperity and success of our Region that we collaborate and plan to grow together. The 2017 Edmonton Metropolitan Region Growth Plan (EMRGP) is the result of a substantial update to the Board’s initial Growth Plan of 2010. The EMRGP has been recognized for its excellence by regional and national associations of professional planners.

**NEW POLICY AREAS**

Policies for Agriculture and Economic Development & Competitiveness which were not addressed before, are now incorporated into the Growth Plan.

**COMPREHENSIVE PLAN**

The EMRGP is one, concise, readable document that replaces 11 separate documents that made up the original plan.
IMPLEMENTATION STRATEGY

To ensure progress in the plan’s implementation, the EMRGP includes clear, measurable targets and regularly scheduled reviews to allow for course correction and reassessment of goals.

TIERED TARGETS

Addressing an outdated, one-size-fits-all approach to planning, the EMRGP now divides the Region into three tiered areas: the Metropolitan Core, the Metropolitan Area, and the Rural Area. Each tier has unique targets for the various priorities that are meaningful and realistic for its success.
Implementation and Outcomes

To accomplish the goals laid out in the Edmonton Metropolitan Region Growth Plan, very specific targets and indicators of success have been outlined. These key performance measures make it possible to review progress and adjust the plan, or implementation of the plan, accordingly. Each municipality and tiered area will have its own targets to work towards.

If implemented properly, there is a massive predicted savings in both land and money over the next 30 years for the Region (shown to the right).
that’s the total area of Sherwood Park, St. Albert, Spruce Grove, and Bon Accord combined!

A total of $5 billion in infrastructure efficiency through land savings

1. Compact development & efficient infrastructure
2. A multi-modal & integrated regional transportation system
3. Complete communities & housing diversity
4. A diverse, globally competitive economy & prosperous Region
5. Healthy natural living systems & climate change adaptability
6. A thriving agricultural sector & an integrated regional food system

LAND SAVINGS EQUIVALENT TO

ECONOMIC SAVINGS EQUIVALENT TO

that’s the total area of Sherwood Park, St. Albert, Spruce Grove, and Bon Accord combined!

* based on Alberta Budget 2016 investment over next five years
**Edmonton Global** is a not-for-profit company and regional partnership, formed as a result of the successful collaboration at the regional Growth Management Board table. It is the first fully regional economic development company for the Edmonton Metropolitan Region.

Edmonton Global was incorporated in June 2017, with 15 municipal shareholders from the Edmonton Metropolitan Region. It operates independently of the Edmonton Metropolitan Region Board with its own 12-member Board of Directors, with a mandate to develop a regional database, regional brand and marketing, and regional economic development strategy.

Edmonton Global’s purpose is to present the Edmonton Metropolitan Region as a unified global competitor for international and local trade, investment, and jobs!

It is expected to be fully functional by **July 1, 2018**

Stay up to date at [edmontonglobal.ca](http://edmontonglobal.ca)