

# 110

2010 Annual Report





NextGen is an Initiative of the City of Edmonton that was created in 2006. It involves an Administrative Committee that brings together community members and representatives from all City of Edmonton Departments.

There is also a core team of volunteers from all walks of life and varied backgrounds working to implement the NextGen Initiative and help give voice to Edmonton's future. Through the Engage, Pecha Kucha, Sustainability, Communications and Special Projects working groups a number of exciting projects and events were accomplished in 2010.

**Message from Civic Co-Chair,  
Heather McRae**

NextGen is an initiative of the City of Edmonton that gives young people the opportunity to be heard and take an active role in the development of our community. I am proud to be part of the NextGen Committee as the Civic Co-Chair and be involved in the great projects and events that NextGen has accomplished in 2010. It's been a delight to work with our future leaders who are helping shape our city.

Our Annual Report highlights all of NextGen's achievements and accomplishments. The Report demonstrates how our unique membership of City of Edmonton members and Community members inspires interesting and creative ideas. By working together, we are building a community that encourages young people to take action in their community and supports the initiatives of interest to the next generation.

Edmonton will continue to be a vibrant and creative city that attracts young people and the work of NextGen has been instrumental in this. I look forward to another great year with NextGen.

**Message from Community  
Co-Chair, Tegan Martin-Drysdale**

It is a true honour to be writing this message to you as the new Community Co-Chair of the NextGen Committee. For the past two years, I have worked alongside the committee members and volunteers with NextGen and have seen the array of talents and commitment this team brings to the table. I want to recognize and thank our outgoing Community Co-Chair Cary Williams, our City Co-Chair Heather McRae, our Coordinator Christine Causing, and all of the people who have touched this committee since its inception. We are "growing up" as an organization, and it is exciting to see the transition taking place.

The NextGen Committee and its volunteers have ambitious goals for 2011 and beyond. We want to be a hub for connecting people, places, community, and ideas. Our new website will be one of the key tools that will help us get there. We want to build strong partnerships with the community, focus on community engagement and enable next geners to have a voice on the issues important to them. I look forward to working with the NextGen Committee, our great group of volunteers, and the greater community to make these things happen.



# 2010

# Strategic

# Objectives

1

Develop partnerships with organizations that support mission of NextGen

2

Internally focus committee operations to drive an action of effectiveness

3

Foster civic pride and build Edmontonians self confidence

4

Continue to provide NextGen input and perspective to influence decisions and actions of City Council and City Administration

5

Increase NextGen's impact through events

6

Increase NextGen's outreach

# 2010 Working Group Highlights



## 1. Engage Working Group:

Engage is at the heart of NextGen by connecting Edmontonians in the issues that they care about. Its aim is to build community through fostering conversation, dialogue and engagement. Its activities in 2010 provided young Edmontonians the opportunity to interact and learn more about their city.

### Highlights for Engage in 2010:

- Hosted world café event: Your City, Your Voice - Life in the Urban Core with 75 participants
- From findings wrote White Paper Life in the Urban Core
- Hosted two Candidate election forums
- Provided input to The City of Edmonton's The Way We Green plan

## 2. Pecha Kucha Night Working Group:

In 2010, NextGen presented local ideas, projects, and musings through presentations at three innovative Pecha Kucha Nights. Each presentation contained only 20 images, each shown for 20 seconds. These events built partnerships with community and business organizations and allowed audiences to discover the many facets that make up Edmonton.

### *Highlights from NextGen's Pecha Kucha Nights in 2010:*

- Attended by over 1,400
- Featured 30 presentations from Architects, Planners, Teachers, Engineers, Photographers, Industrial Designers, Futurists, Environmentalists, Scientists, Hippies, Political Leaders, Activists, Nerds and Improv Extraordinaire;
- Supported local photographers, graphic designers, and DJs;
- Built a network of partners
  - Capital Power Corporation
  - Molson Coors
  - University of Alberta Alumni Association
  - Drink proceeds donated to Edmonton charities: E4C, Kids Kottage, Hope Mission

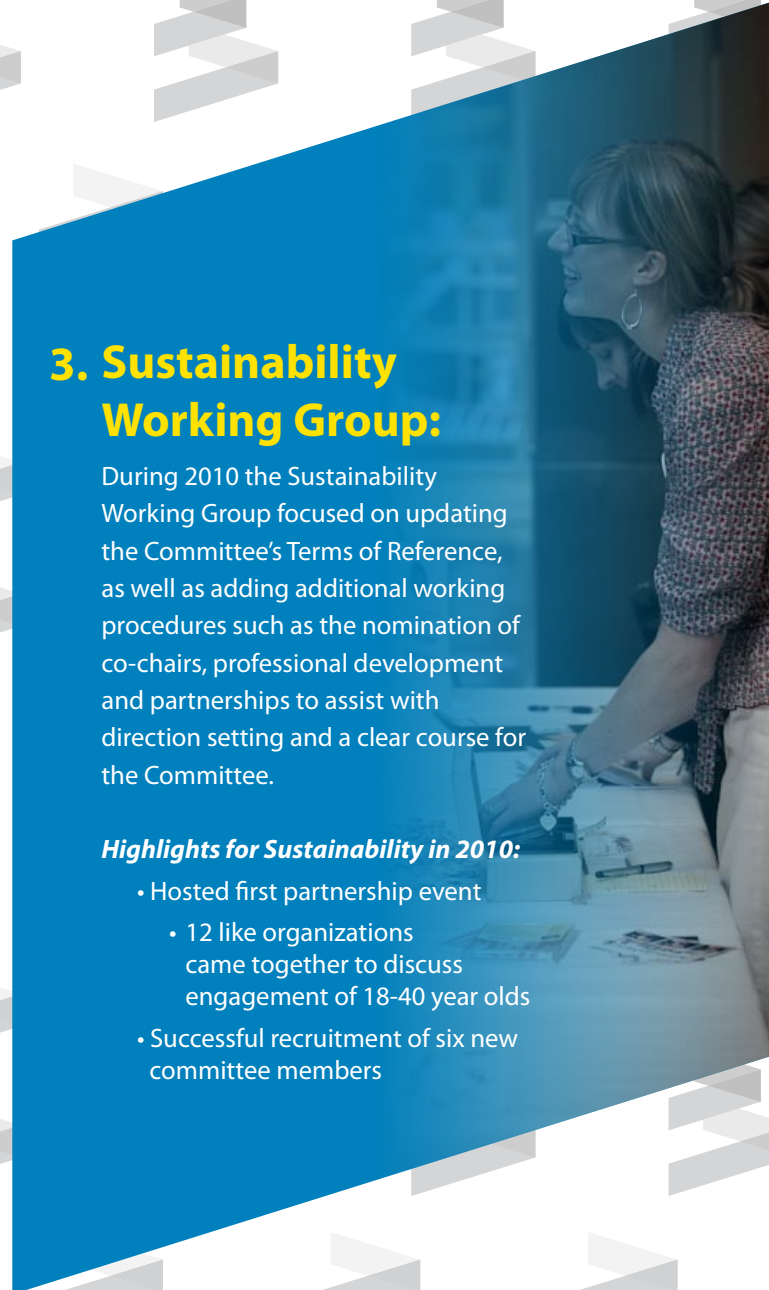


## 3. Sustainability Working Group:

During 2010 the Sustainability Working Group focused on updating the Committee's Terms of Reference, as well as adding additional working procedures such as the nomination of co-chairs, professional development and partnerships to assist with direction setting and a clear course for the Committee.

### *Highlights for Sustainability in 2010:*

- Hosted first partnership event
  - 12 like organizations came together to discuss engagement of 18-40 year olds
- Successful recruitment of six new committee members



## 4. Communications Working Group

This working group assists with NextGen communications and helps to maintain its brand and image. This support comes primarily in the form of communicating NextGen key messages, event promotion and media relations.



### Highlights for Communications in 2010:

- Created a Strategic Communications and Marketing Plan
- Created a new website that aims to engage, inform and inspire
- Partnered with the Advertising Club of Edmonton (ACE) to create a new logo and visual identity for NextGen

#### Edmonton

- the "E" and "edmonton's" are in blue to tie into Edmonton's brand
- icon is an "E" (blue lines form a capital E)

#### Youth/fresh/diversity

- vibrant primary colours used to represent youth and future and that Edmonton is a vibrant city
- different colours used off of blue to show new ideas, new way of thinking
- different colours are also used to show diversity in the group and the outcome

edmonton's  
**nextgen**

#### Community/Hub

- shapes represent people/groups all coming together to form a better whole (a better Edmonton)
- represents that nextgen is a hub for connecting people and ideas together

#### Building/growth

- E is 3-dimensional to show depth and that the group isn't "flat"
- has feeling of being built or unfinished (E isn't completed yet) - striving to always be better

#### Next/future

- lines create 3 arrows all pointing up and to the right (positive direction) also shows enhanced community performance
- lines are all pointing in same direction to show unity (on the same path... for a better Edmonton)

## 5. Special Projects Working Group:

Special Projects is unique for NextGen in that it identifies and delivers events and plans that fall out of the scope of the other working groups. This leaves it great flexibility and freedom in identifying additional ways NextGen can achieve its mandate of giving voice to the next generation of Edmontonians.

### Highlights for Special Projects in 2010:

- First ever Edmonton Community Challenge throughout June 2010
  - Included a neighborhood cleanup, bike tune-up event, photo scavenger hunt and canned food sculpture competition
  - Partnerships with Edmonton Federation of Community Leagues, Capital City Cleanup, Edmonton Bicycle Commuters, and The Works Festival
  - Sherbooke Community League won the Boardwalk Rental Communities' sponsored \$15,000 community fund which is being used to assist in a park and playground redevelopment project in 2012
  - Participation from 20 community leagues and 400 individuals
  - Supported Edmonton Youth Emergency Shelter and Edmonton Food Bank



# Projects for 2011

- 2nd annual Edmonton Community Challenge in partnership with Edmonton Federation of Community Leagues
- Pecha Kucha Nights 10-12 sponsored by Capital Power Corporation, Graphos, the University of Alumni Association
- New logo in partnership with the Advertising Club of Edmonton and a new website
- Outreach and partnership with like organizations on various events and projects
- Outreach with unions, trades, and the cultural entrepreneurial communities
- Survey of the community about the general awareness of NextGen
- Review and provide input to the City of Edmonton's The Way We Live, The Way We Move and The Way We Green plans
- Create an engagement strategy within the City of Edmonton and externally to the public

# Committee Members

## **Co-Chairs:**

Heather McRae  
Tegan Martin-Drysdale

## **City of Edmonton**

### **Members:**

Myron Belej  
Blake Betteridge  
Ashley Casovan  
Stephanie McDougald  
Brian Murray  
Ryan Stark  
Avi Thiessen

### **Community Members:**

Karla Barron  
Nate Box  
Yuk-Sing Cheng  
Stephanie Enders  
Ryan Jespersen  
Justin Lui  
Erika Madsen  
Doug McLean  
Carol Neuman  
Jordan Schroder  
Sherman Tsang  
Scott Wright  
Kevin Yang

### **Coordinator:**

Christine Causing

### **Ex-officio:**

Councillor Don Iveson,  
Councillor Krushell,  
Jordan Elias, Dan Nielsen,  
Erica Brusselers



[www.edmontonnextgen.ca](http://www.edmontonnextgen.ca)

Twitter: @EdmNextGen

**Christine Causing, NextGen Coordinator:**

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An initiative of:



Designed by:

