
REALIZING 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.

In the history of the Edmonton Metropolitan Region

we've experienced a dramatic, but quiet shift. It is the kind of growth that is almost imperceptible, but upon reflection leaves you feeling completely transformed. It happened when we shifted focus from our individual communities, towns, municipalities, and cities and recognized our immense collective potential and inherent worth.

We came together in a concerted effort to **share our burdens and champion each other's successes**. Each neighbouring town 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, with easier pathways for the flow of people, resources, and ideas, and an **enriched confidence** in our Region, **we have the capacity and drive to grow**. Each community's strength enhances the lives of their neighbours so that every resident and business can thrive in our dynamic Region.

Instead of concentrating on our weaknesses, we can **focus on what makes each of us great**, from agriculture, to arts, to 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 economic development. We're able to attract top business and talent from Canada and around the world to our Complete Region because it has a fertile niche for everyone.

This shift will take a continued, concerted effort by all communities to rally together, and 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 opportunity for a more vibrant future.



What makes the Edmonton Metropolitan Region work?

When we work together at the Capital Region Board, there is a **strong balance of benefits and responsibilities**. We are able to speak with one voice for our Region and plan for responsible growth, ensuring communities are understood and their needs reflected.

We have a **collection of diverse, complementary communities** with distinct strengths and advantages that can be shared to complement any individual weaknesses, making us stronger together.

As we present a strong, dynamic Region, we are creating space for an **economic growth advantage** that makes us better able to attract business and talent from around the world.

When we coordinate and plan ahead, we are able to produce **more sustainable and efficient growth** throughout the Region. We can better connect communities, promote collaboration, and drive for success.



Planning for the Future -Responsible Growth

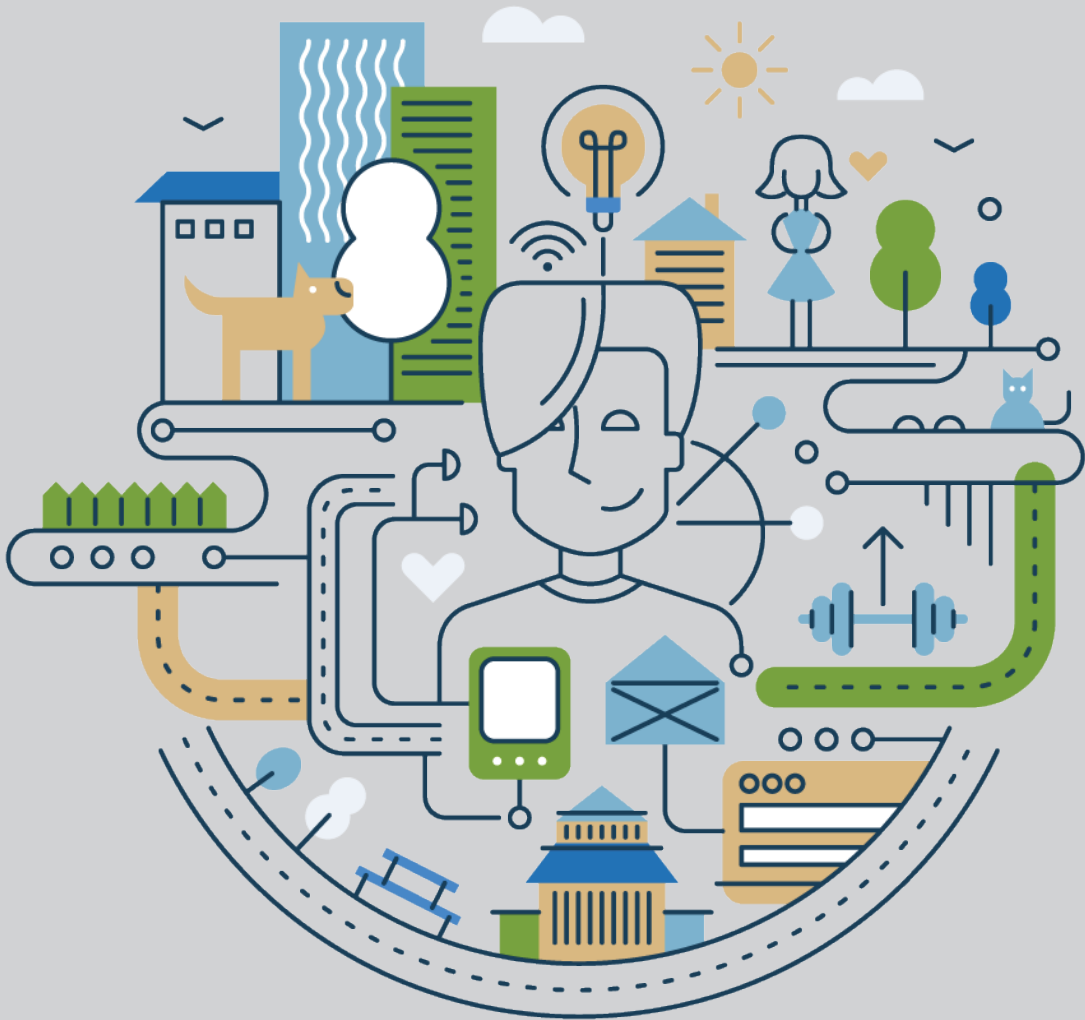
It is projected that within the next 30 years the Edmonton Metropolitan Region will double in population, reaching 2.2 million people and 1.2 million jobs. Currently, we are responsible for 30% of Alberta's GDP, an amount that is above average for a region of this size. In order to maintain this prosperous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

The Capital Region Board has come together to create the **Edmonton Metropolitan Region Growth Plan** that takes a region-first perspective

to ensure smart growth that reduces waste and maximizes growth potential.

This plan was developed as a substantial update to build upon the Board's first growth plan, Growing Forward, approved in 2010.





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. Since the last iteration of the Growth Plan, a number of gaps have been identified that have been addressed.

NEW POLICY AREAS

Additional policy areas - **Agriculture** and **Economic Competitiveness and Employment** - have been identified and incorporated into the Growth Plan that will answer gaps in the existing plan.

COMPREHENSIVE PLAN

The Edmonton Metropolitan Region Growth Plan is one concise document that will replace the 11 documents that make up the current plan.

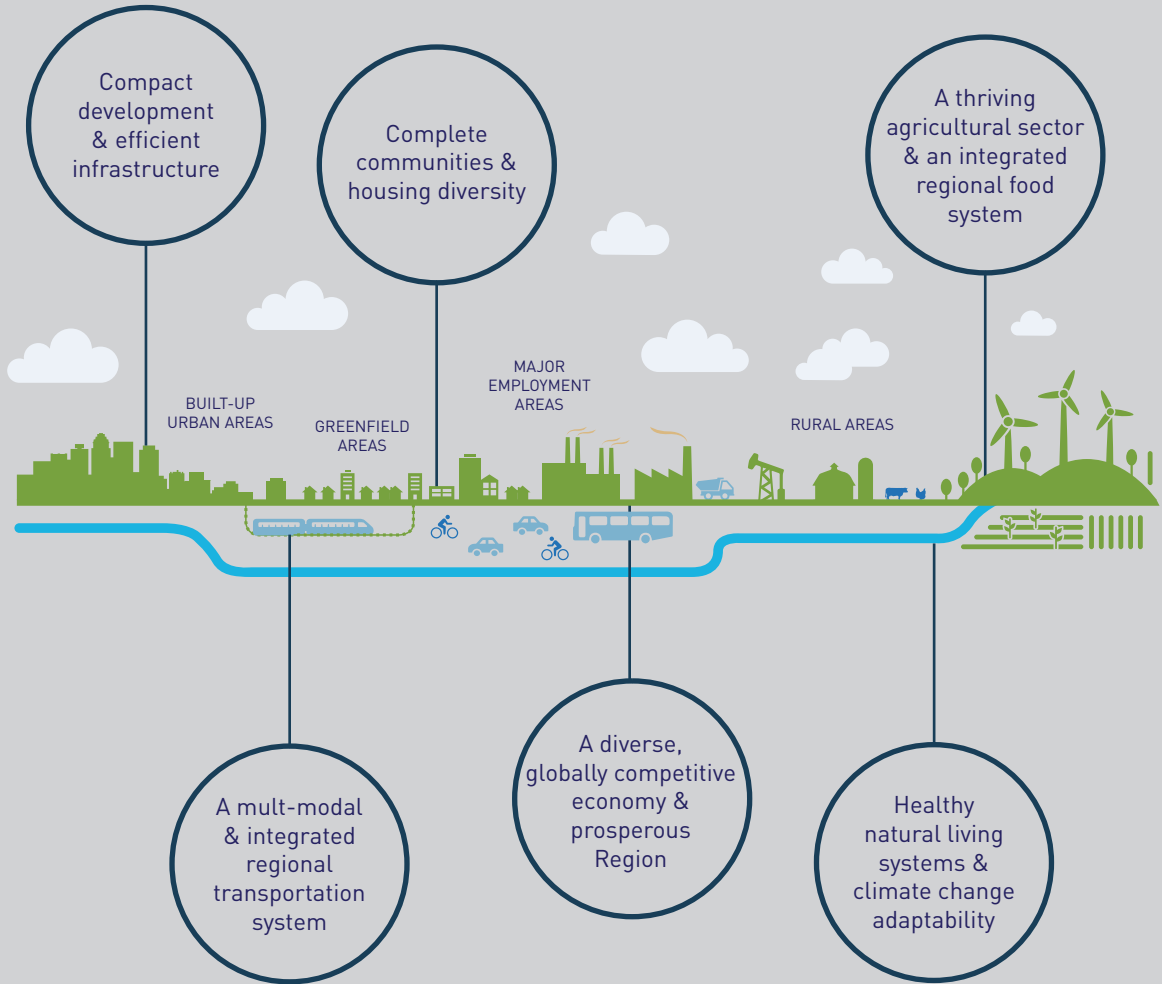
IMPLEMENTATION STRATEGY

In order to ensure progress, there will be clear, measurable targets and regularly scheduled reviews to allow for course correction and reassessment of goals.

TIERED TARGETS

The Region has been divided 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 them.

OUTCOMES OF THE EDMONTON METROPOLITAN REGION GROWTH PLAN



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 the 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.

A total of **\$5 billion** in infrastructure through land savings

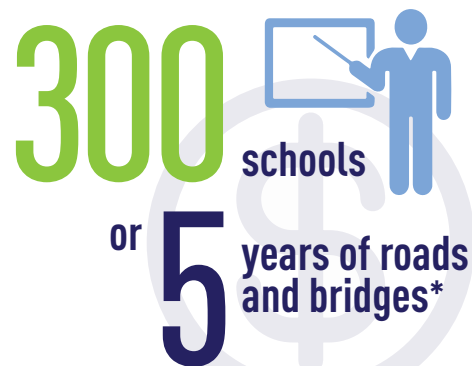
LAND SAVINGS EQUIVALENT TO




 **160** km²
or **250** quarter sections

that's the total area of **Sherwood Park, St. Albert, Spruce Grove, and Bruderheim** combined!

ECONOMIC SAVINGS EQUIVALENT TO



300  schools
or **5** years of roads and bridges*

*based on Alberta Budget 2016 investment over next five years



capital region board
regional action. global opportunity.

The Capital Region Board

The CRB is a non-profit corporation consisting of 24 municipalities from within the Edmonton Metropolitan Region, mandated to coordinate long-range growth planning and decision making for the Region. This role is defined in detail in the 2008 Capital Region Board Regulation.

With the input of all municipalities, the Capital Region Board sets the conditions, strategic priorities, and vision for the Edmonton Metropolitan Region.