

# PRESS RELEASE

## Urban Development Institute’s “Field Trips” bring urban planning to the people

*Details announced for events featuring innovative Edmonton projects and the city builders bringing them to life*

**April 25, 2024 (Edmonton Metro Region, Alberta)** – The Urban Development Institute – Edmonton Metro has released details for the second year of their Field Trip event series during an unveiling today with supporters and contributors. These six different events, running between May and October, take participants on interactive tours of some of the different developments, projects, and initiatives taking root in the Edmonton region and provide an opportunity to hear from some of the city builders who have had a hand in their creation.

“Sometimes you need to get out and see firsthand what’s going on in your city, especially when it comes to urban planning. We always say that the most dangerous place to plan a city is from behind a desk, and that cities are best experienced when in the community themselves. This is a chance to foster exciting conversation from a variety of perspectives and invite and encourage anyone who is interested in our growing city to put on their city builder hat and join the conversation,” says Jason Syvixay, Director of Metropolitan Strategy and Advocacy at UDI - Edmonton Metro.

The 2024 Field Trip event line-up includes:

- **May 30 – Welcoming the World to Edmonton:** In partnership with the University of Alberta, this housing policy tour brings in housing scholars from around the world to share lessons and learn from each other.
- **June 13 – The New Old Strathcona:** Take a look at the evolution and renaissance of Old Strathcona and developments currently underway.
- **July 18 – Building an Economic Powerhouse:** Explore the industrial areas enabling investment and hear from major businesses about enhancing our economic profile.
- **August 15 – The City Scoop (Ice Cream and Urban Development):** Enjoy samples from various ice cream shops while discussing how their presence indicate walkability in neighbourhoods and what goes into vibrant communities that attract them.
- **September 26 – On the Valley Line (Mobilizing People and Development):** Hop on the Valley Line SE to talk about new opportunities for mobility and development.
- **October 10 – Regional Reinvention (Creating Great Communities):** This stakeholder tour will gather regional mayors and councillors to discuss how regulations can enable development and help address the housing crisis.

To encourage the community at large to join in, The New Old Strathcona, The City Scoop, and On the Valley Line tours will be launched additionally as self-guided walking maps, enabling residents to explore and experience their neighbourhoods and cities. In partnership with Explore Edmonton, these maps will be provided to conference-goers and those visiting the city for a chance to experience Edmonton in a novel way.

“When we see up-close how developments and communities unfold in real-time, we gain a greater appreciation of their impact on our communities and cities. And when we share these types of tours together, we are afforded opportunities to discuss, to debate, and to identify opportunities and actions for us to collectively rally behind and ultimately celebrate together,” says Brian Murray, Partner at B&A Studios, who is the presenting sponsor of the series and has been shaping communities in Western Canada through planning, design and engagement for over 35 years.

This event is greatly supported by various Edmonton organizations and governing bodies, who are both in and outside of UDI’s member base, exemplifying the collaborative efforts that have gone into the series.

“When we visit different communities and municipalities in the region, we gain a shared understanding of how our visions for the future materialize in the buildings, roads, and parks that are being built. Our city building innovations are the envy of other Canadian metro areas. Where collaboration is not the norm for other jurisdictions, here in Edmonton and the region, the public and private sectors have and continue to work collaboratively to build spaces and places that welcome current and future residents to put down their roots,” says Paul Lanni, President & CEO at Averton, who will be featured on The City Scoop Tour.

The additional organizations supporting and/or contributing to the event series include:

- Anthem
- Aplin Martin
- Arcadis
- Autograph Group
- Averton
- B&A Studios
- Brentwood
- Brookfield
- Bunt & Associates
- Cantiro
- CBRE
- CHBA - Edmonton Region
- Christenson Group of Companies City of Edmonton
- City of Leduc
- Downtown Revitalization Coalition
- Edmonton Global
- Edmonton International Airport
- EMRB
- Explore Edmonton
- Fortis Alberta
- Genstar Development Company
- Go Group
- Hi Signs
- Leduc County
- Leston Holdings
- Mattamy Homes
- Maclab Development Group
- Melcor Developments
- MLC Group
- Morguard
- Old Strathcona Business Association
- Paths for People
- PrairiesCan
- Qualico Communities
- Qualico Properties
- Rohit Group of Companies
- S3 Precast
- Stantec
- Strata Development
- Strathcona County
- University of Alberta

Additional details about each event of the series can be found at [udiedmonton.com](http://udiedmonton.com).

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