

Visit **KirstenGoa.ca** to learn more, donate, request a sign, and pledge your vote for October 18.

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OCTOBER 18
ELECT
KIRSTEN
GOA
WARD papastew

ABOUT KIRSTEN

A strategic and proactive community leader, Kirsten has deep knowledge of City issues and the communities in Ward papastew. For over 20 years, Kirsten has invested her time, skills, and expertise to make our communities better.

Her track record includes significant work on City policies and community initiatives in areas such as:

- traffic safety
- infrastructure improvements
- energy efficiency retrofitting
- community economic development
- public engagement
- local food and natural areas
- infill builder education
- historic preservation
- human rights and child-friendly housing
- affordable housing

Kirsten breaks down barriers and builds relationships between citizens, non-profits, industry and government to create win-win solutions.

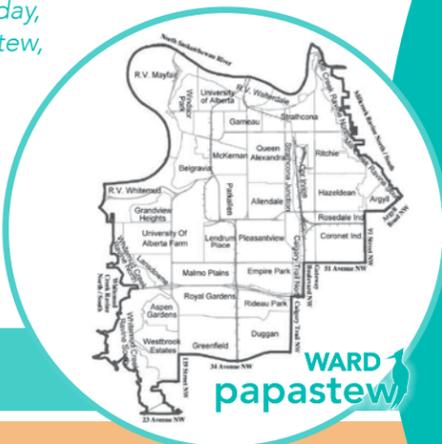
Kirsten co-chaired the City of Edmonton's Council Initiative on Public Engagement which was recognized by the International Association for Public Participation with both the Canadian and International 2018 Organization of the Year Award. She also co-chaired the Guiding Coalition on Public Engagement since its inception in 2018.

Kirsten's experience also includes media roles, leadership on non-profit and charitable boards, over a decade of coaching youth soccer, front line work with vulnerable populations,

government administration and stakeholder relations. Most recently, she started a consulting firm to support communities with engagement, education, and strategic guidance on land-use applications.

Along with her husband Shawn Robinson, Kirsten has five children (two sets of twins) who are now teenagers and young adults. They live in Strathcona, the neighbourhood where she grew up.

Ward papastew is on Treaty 6 land in a place also known as amiskwacyiwāskahikan. This area was once the home of the Papaschase nation, who were removed from their lands to enable the growth of the town of Strathcona. Band members were moved to a reserve, which was eventually expropriated, with many members losing treaty status. However, the Papaschase people still live on these lands today, and the name of our ward, papastew, honours their name. We are all treaty people and honour the spirit of Treaty 6, to live together in good relations for as long as the sun shines and the waters flow alongside the First Nations, Métis, and Inuit peoples, whose land we live on today.



ENDORSEMENTS

BRIDGET STIRLING

Ward 6 Public School Board Trustee

"It's a rare talent to be able to bring together a deep understanding of policy with the ability to do meaningful consultation, organize a community, and reach a consensus to get communities a win, but Kirsten has that gift. She...[has] an approach to leadership that is interested in what it means to serve, not what it means to be celebrated, and we need more of that in politics."



Kirsten & Bridget in 2017

MICHAEL WALTERS

Ward 10 City Councillor

"Kirsten Goa is a community minded, intelligent and competent leader who is enormously well prepared to serve on Edmonton City Council. Her experience organizing and representing communities toward win-win solutions and her deep understanding of municipal issues makes her very well suited to serve the mature neighbourhoods of papastew. This passionate, bright, community focused leader is the best choice to serve us at City Hall."

BEN HENDERSON

Ward 8 City Councillor

"Kirsten's leadership as chair on the Public Engagement Strategy steering committee was a major part of moving that policy forward. Her insights, her understanding, and her conviction are reasons why I have no hesitation in endorsing her. I know that work needs to continue, and Kirsten will continue to drive that work forward. I'm really excited to see someone who can move forward, pick up the ball on the work of City Council and run with it."

PLACES FOR PEOPLE

We want to know our neighbours, enjoy nature, and be close to schools, workplaces, grocery stores and community spaces. Connected communities, transportation options and safe streets foster neighbourliness, well-being, and local economic activity.

Kirsten will:

- Focus on neighbourliness in the design of our buildings, parks, local streets and major attractions to welcome people of all ages, abilities and backgrounds.
- Work with communities to identify the services or amenities that are missing to create 15-minute districts and find creative ways to address the gaps.
- Work with Indigenous communities to establish Urban Indigenous Reserves and take further steps to implement recommendations of the Truth and Reconciliation Commission.
- Prioritize safety and accessibility in transportation plans and decisions.

WELCOMING OUR NEIGHBOURS

Everyone deserves a community where they feel like they belong, and a home that is safe, accessible, and affordable.

Kirsten will:

- Continue and expand on current investments in permanent supportive housing.
- Provide ongoing training for City staff and communities on trauma-informed and culturally appropriate care, including bystander intervention training.
- Reallocate investments to support housing, mental health care, crisis diversion, and harm reduction, with a focus on community-led solutions.
- Implement the recommendations of the City's Safer For All report and additional community recommendations to address systemic racism, harassment and targeted attacks.



BUILDING EDMONTON FOR TODAY AND TOMORROW

Edmonton is changing and communities need to be included in that change. Proactive, inclusive engagement will help us make better decisions and build our city together.

Kirsten will:

- Lead inclusive community conversations on District Plans and Zoning Bylaw Renewal.
- Help communities anticipate change, provide support for navigating the process and implement strategies for negotiating and mitigating impacts.
- Move forward on concept plans and design work for the Public Places Plan for Old Strathcona as outlined in Plan Whyte.
- Initiate engagement for Whyte Avenue redesign and renewal.
- Continue work on design and financing of a recreation center at Rollie Miles.



ENERGY TRANSITION AND CLIMATE RESILIENCE

Every decision is a climate decision. Turning policy into action will require focused efforts on market transformation, industry readiness and equity.

Kirsten will:

- Support infrastructure investments in energy transition and emergency preparedness.
- Work closely with EPCOR to prepare for the transition to renewable energy and the electrification of our grid.
- Encourage industry readiness and capacity for energy transition while implementing incentives and regulations.
- Meet our climate goals by accelerating retrofits for energy efficiency in existing buildings.



A STRONG LOCAL ECONOMY

We need to make it easier for every Edmontonian to invest their time, talent and capital in our City. Innovative ideas to make our communities and our economy stronger are too often frustrated by City processes. We need a Council that encourages entrepreneurship and removes barriers to creativity and innovation.

Kirsten will:

- Simplify regulatory processes for small businesses, homeowners, builders, festivals, and arts organizations.
- Create an internal office for City staff to test their ideas for innovation and problem solving.
- Establish a public office that helps community groups and volunteers navigate City processes.
- Invest in economic recovery and the long term sustainability of our small and local business community.



Kirsten & Supporters in 2017



RIVER VALLEY AND NATURAL AREAS

Edmonton's River Valley is universally loved. We need to plan for its continued health as our city grows and our climate changes.

Kirsten will:

- Facilitate community and stakeholder engagement on river valley priorities.
- Ensure all Edmontonians can enjoy nature by prioritizing our Treaty relationships, equity, accessibility and inclusion in all decisions about our River Valley.
- Collect, monitor and share data on the health of our eco-system in order to reduce and mitigate human impact and adapt appropriately to a rapidly changing climate.
- Align increases in density with increases in green spaces, trees, and natural drainage systems.

A BUDGET THAT REFLECTS OUR VALUES

The next Council will face difficult budget decisions, but we can't afford to shortchange our future. With limited resources, it's more important than ever to improve transparency in the budget process and invest in our long-term economic, environmental and social well-being.

Kirsten's budget priorities:

- Maintain basic services and infrastructure.
- Reduce emissions and mitigate climate change.
- Meet the needs of our most vulnerable neighbours.
- Reallocate resources in alignment with stated City goals.
- Integrate economic decisions with our greenhouse gas emissions budget and wellbeing metrics.
- Provide budget updates that connect these decisions to your everyday experience in your community.



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