



2017 Award for Excellence in Planning

EXCELLENCE IN POLICY PLANNING

CITY & URBAN AREAS

GOLD

City of Abbotsford, DIALOG & Toderian UrbanWorks

In recognition of

Abbotsford

Abbotsford is a groundbreaking project to create a new Official Community Plan (OCP) for the City of Abbotsford. It encompassed far-reaching community engagement, extensive technical scrutiny and bold policymaking. As a collaborative initiative between the City of Abbotsford and its consultants, DIALOG and Toderian UrbanWorks, it has been a powerful catalyst for a different and better Abbotsford at 200,000 residents and beyond.



Abbotsford was a major turning point at the City in the communication of planning material to the public. Engaging infographics, clear and simple language in reports, active social media feeds, iconic viral videos, an eye for detail, and attractive graphic design were all hallmarks of the project. These efforts were a great success and the engagement numbers of over 7,700 interactions prove it. As for the OCP itself, the City's planners, developers and other clients praise the new layout for its legibility. Specifically, having Development Permit Guidelines that are clear, concise, and can easily be referenced has led to a better product built on the ground.