

Engagement Summary

Phase 1: Envision

This phase was focused on looking back at the past, understanding the present and envisioning the future of the area. Initial engagement took place with the general public in spring 2022 and with targeted participants from spring 2022 to winter 2022.



Total **AWARE**
517,000+

Total **INVOLVED**
22,000+

Total **ENGAGED**
250

Total **CONTRIBUTIONS**
1,250+

How was input used?

Input was used to create and refine the first chapter of the local area plan including the history section, the current context section and the draft future Vision & Core Values. Input was also used to inform initial growth focus areas and development policies that will be engaged on in the second phase of engagement.



What we heard:

Check out the full
What We Heard Report
online at
calgary.ca/GFLplan

Phase 1 Engagement Opportunities

ENGAGEMENT FOCUS: Looking back at the past, understanding the present and envisioning the future of the area. Engagement on the first chapter of the local area plan including: the area's rich history (PAST), the area as it exists today (PRESENT), the vision for the area and core values that support this vision (FUTURE).

Topic 1: PAST – Historic highlights

Topic 2: PRESENT – Highlights from the area as it exists today

Topic 3: FUTURE – Vision and Core Values to guide the area's evolution

4 Working Group Sessions

- June 20, 6:30-8:30 p.m.
Session 1: Asset Mapping/Core Values
- September 21, 6:30-8:30 p.m.
Session 2: Validate draft Vision & Core Values
- October 6, 6:30-8:30 p.m.
Session 3: Key Growth Areas
- November 23, 6:30-8:30 p.m.
Refine Initial Key Growth Areas Map

4 Community Association Sessions

- January 25, 6-9:00 p.m.
- March 9, 6-7:30 p.m.
- April 5, 5:30 p.m.-7 p.m.
- April 6, 7p.m.-8:30 p.m.

Community Association Sessions were open to all
Community Association Board Members

19,698 Engagement Booklets Mailed


Engagement booklet mailed to residents and businesses in the Plan area with a pre-paid postage comment form to provide feedback.

28 days of Online Public Engagement

Opportunities for input were available online from April 12 to May 9, 2022.

2 Virtual Public Engagement Sessions

- April 21, 6-7:15 p.m.
- May 3, 7:30-8:45 p.m.



"What I love is the caring
neighbours & sense of
community."

— Participant





APRIL – MAY 2022

Who we reached:

217,000+ ADS DISPLAYED

The number of times the project and the opportunity to get involved was displayed to an audience. Tools used to build awareness included: mailed engagement booklets, large format road signs, geo-targeted social media ads (Facebook, Twitter, Instagram, Nextdoor) geo-targeted video ads (YouTube), digital ads on websites, and email updates.

22,000+ INVOLVED

The number of people who actively or passively got involved. This included people who visited the website, attended a virtual event, or attended an engagement session, received an engagement booklet in the mail or picked up from an idea station etc.

250 ENGAGED

The number of people who provided input online, through a mailed feedback form, or through working group or targeted participant sessions.

What we heard:

1,250+ CONTRIBUTIONS

The number of contributions received through all public participation opportunities. See the What We Heard Report to see what we heard from all participants.

“There is a huge diversity of culture and race here and this gives it a strong and unique flavour.”

— Participant



Phase 1 Public Engagement – Key Themes

- Participants noted significant people or places, heritage in the plan area.
- Participants noted the area's cultural diversity.
- Participants noted the area has been given an unfair negative stigma and stereotypes.
- Participants noted unique outdoor features in the area.
- Participants noted they would like to honour the area's history.
- Participants love the proximity to downtown, amenities, services and transportation options.
- Participants love the plan area's green spaces.
- Participants love the area's diversity – cultural, business and food.
- Participants expressed concern about safety, social disorder, drug abuse, crime, homelessness.
- Participants feel the area needs to be cleaned up – rundown homes and amenities, graffiti, garbage.
- Participants noted they would like to see more pride of community and that the amount of renters may be a challenge to this.
- Participants spoke of their desire for more green spaces and parks.
- Participants were interested in better alternate transportation options.
- Participants would like to see increased and improved community amenities.
- Participants' comments reflected the desire for a safer and more inclusive and clean community.

"I do like the parks and pathways although I would like more connecting areas."

— Participant

"I like the proximity to the train and rapid transit to allow for more environmentally friendly transportation options."

— Participant

