

## 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 **AWARENESS**  
**218,000+**

Total **INVOLVED**  
**7,600+**

Total **ENGAGED**  
**250+**

Total **CONTRIBUTIONS**  
**1,800+**

### 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/Riley](https://calgary.ca/Riley)

# 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 22, 6-8 p.m.  
Session 1: Asset Mapping/Core Values
- September 20, 6:30-8:30 p.m.  
Session 2: Validate draft Vision & Core Values
- October 5, 6:30-8:30 p.m.  
Session 3: Key Growth Areas
- November 8, 6:30-8:30 p.m.  
Session 4: Refine Initial Key Growth Areas Map

## 1 Heritage Sub-Working Group Session

- September 28, 6:30-8:30 p.m.  
Session 1: Key Values and Character Defining Elements

## 2 Community Association Sessions

- February 16, 6-7:30 p.m.  
Community Association Session open to all  
Community Association Board Members
- March 31, 6-7:30 p.m.  
Community Association Session open to all  
Community Association Board Members

## 5,999 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, 7:30-8:45 p.m.
- May 3, 6-7:15 p.m.



"I love the vibe in my community,  
we care about the people and  
the places that create a strong  
community for all Calgarians to  
enjoy and celebrate."

– PARTICIPANT



**APRIL - MAY, 2022**

## Who we reached:

### **218,000+ 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.

### **7,600+ 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:

### **1,800+ 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.

# Phase 1 Public Engagement – Key Themes

- Participants value the rich and diverse history of the area.
- Participants highlighted the importance of recognizing the Indigenous history in the area.
- Participants identified a few specific properties.
- Participants identified several geographic and community landmarks.
- Participants value their parks and open spaces.
- Participants value proximity to amenities and destinations.
- Participants value the recreational opportunities and community spaces in the area.
- Participants expressed concerns about adding more growth and change in their communities.
- Participants expressed support about adding more growth and change in their communities.
- Participants value the access to good and services in the area.
- Participants feel that there needs to be road infrastructure improvements in the area.
- Participants expressed concerns around what effects growth and change could have on traffic safety.
- Participants are concerned with increase in social disorder.
- Participants expressed a desire to have a greater range of housing options in the area.
- Participants highlighted potential infrastructure upgrades that should also be considered.
- Participants expressed the desire to see the various parks and open spaces in the area maintained and improved.
- Participants expressed concerns regarding public safety.

**“Create a diverse, attractive, lovely neighbourhood where people of all incomes can find suitable housing opportunities as well as move safely across the neighbourhood using active and public modes of transportation.”**

**– PARTICIPANT**

