

Project Overview

A new regional park will be built in Calgary's northeast community of Cornerstone. The City is working with a design consultant to produce a masterplan which will guide the future development of this regional park.

Engagement Overview

Pre-engagement was undertaken in July 2023, with City Engage Planners going to various locations in the northeast quadrant to learn about where people gather and how people may want to be engaged. This informed The City's engagement strategy and plan for this project.

Phase 1 engagement was conducted online from November 1 until December 15, 2023, asking for public input on how Calgarians would like to use the different areas within the park and what amenities are desired. Online engagement was open for this period as well and in person pop-ups were held.

Four in person pop-ups were held with two near the future park (Cornerstone Community): Chalo Fresh Co Grocery Store Pop-up and Anthem Show Home Event Day and two at Genesis Center to target a broader regional audience. Over 400 people were interacted with in person.

Photo left: Nov. 4 Engagement Pop-Up

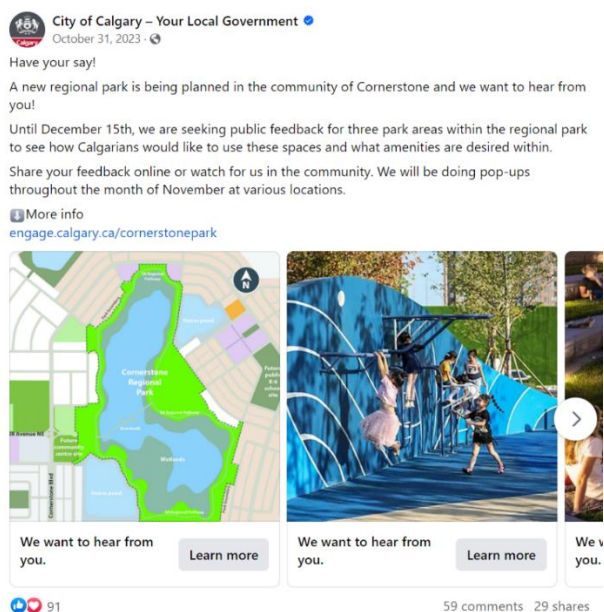
Photo right: Pre-engagement at Cornerstone Park



Project Communications:

A comprehensive communications plan was developed to inform citizens of the project, informing the public of upcoming pop ups, and direct people to the engagement portal website to provide their feedback. Below is an overview of the tactics that were used to promote engagement for the project. Public feedback will help inform the development of the final concept and be balanced with other considerations such as site constraints, and environmental, operational, and financial considerations.

- A social media campaign from November 1 to December 14 (including Facebook, Twitter, Instagram and NextDoor) resulted in 5,563 link clicks, which achieved the goal of driving people to the project engage page to learn more and share their feedback. The campaign performed well with a total of 288,289 impressions. Example of Facebook post (attached):



- 5 Bold signs were placed around the community of Cornerstone directing people to the engage page from November 1 – 29.
- 250 postcards, translated into Punjabi, Hindi, Tagalog and Urdu, were handed out to citizens who attended the in-person pop-up events at the Genesis Center Winter Market, the developer's open house event and Chalo Foods pop-up.
- A sign with postcards was placed in the Genesis Center from November 1 to December 15, directing visitors to the engage page to learn more about the project and share their feedback.
- Engagement opportunities were advertised in partnership with community developers, the local community association and Ward 5 office via social media groups, newsletters and Red FM radio station.

*Postcards and signage included information on the engagement and a QR and link to the project engage page.



Cornerstone Regional Park

Report Back: What We Heard

January 2024

What We Asked/ What We Heard

Engagement Summary

This report should be read comprehensively, and inform outcomes based on the collective responses and themes. Overall, the main themes heard from engagement conducted online and in person were that the community would like to see a park that is mixed use, with a variety of activities for family and group gatherings. The park should support multi-generational use. Where possible, elements should be highly integrated with each other so families can stay together while doing different types of activities within the park (i.e., a shade pagoda, next to a kid's playground, next to adult exercise equipment). Having multiple areas of circular seating/ seating facing each other in shaded gathering spaces located close to active play spaces such as playgrounds is important.

A variety of seating types is desired to serve all potential users (including kids and persons with accessibility needs). More seating than in a typical park should be considered to provide opportunities for multiple different groups to gather at the same time. People like to sit in conversation circles or seating oriented to face each other. It was also communicated that this community likes to gather in larger groups as well as hold many events and celebrations. Food sharing is a big part of gatherings in this area, with firepits and cooking areas for gathering in all seasons shown in the feedback to be highly desirable. Although many people in the area enjoy cricket, overwhelmingly people would prefer to see the regional park instead house a mixed amenity option, providing a variety of court, playground and adult exercise equipment options for all ages and interests. This helps to maximize the park space for a broader diversity of users. The engagement process was very well received and showed a highly anticipated desire, and need, for a park in the area. Specific responses to each question we asked can be found to support this summary in the following report.

In-Person Engagements:

At two of our in-person events (Genesis Center Nov. 2, 2023 and the developer Showhome Open House Event Nov. 4, 2023) we had several information boards showing the location of the proposed park, and proposed design specifics illustrated by concept drawings that were created for various developable areas (three) within the park. We used a “Dotmocracy Board” to get participants to answer several questions by placing dots on a board according to amenity preference for park areas 1, 2 and 3.

Park Area 1 Dotmocracy Engagement

LEFT: Photograph of Dotmocracy Board Results from Genesis Center Nov. 2, 2023, Park area 1 board

RIGHT: Photograph of Dotmocracy Board Results from Showhome Event Nov. 4, 2023, Park area 1 Board

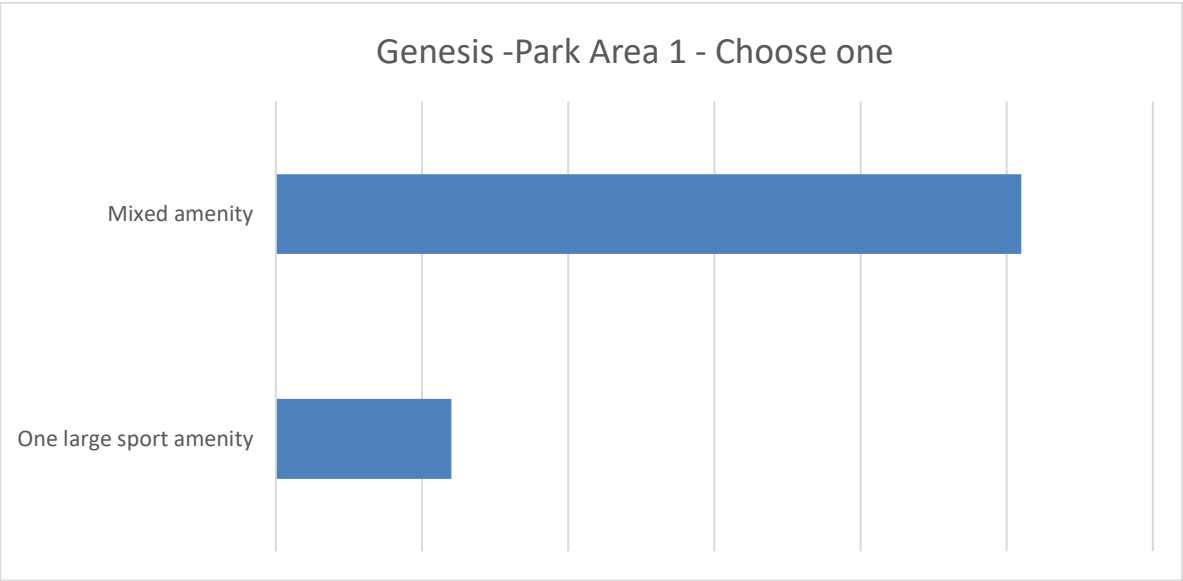


NOTE: There were about twice as many participants at the Showhome event than the Genesis event.

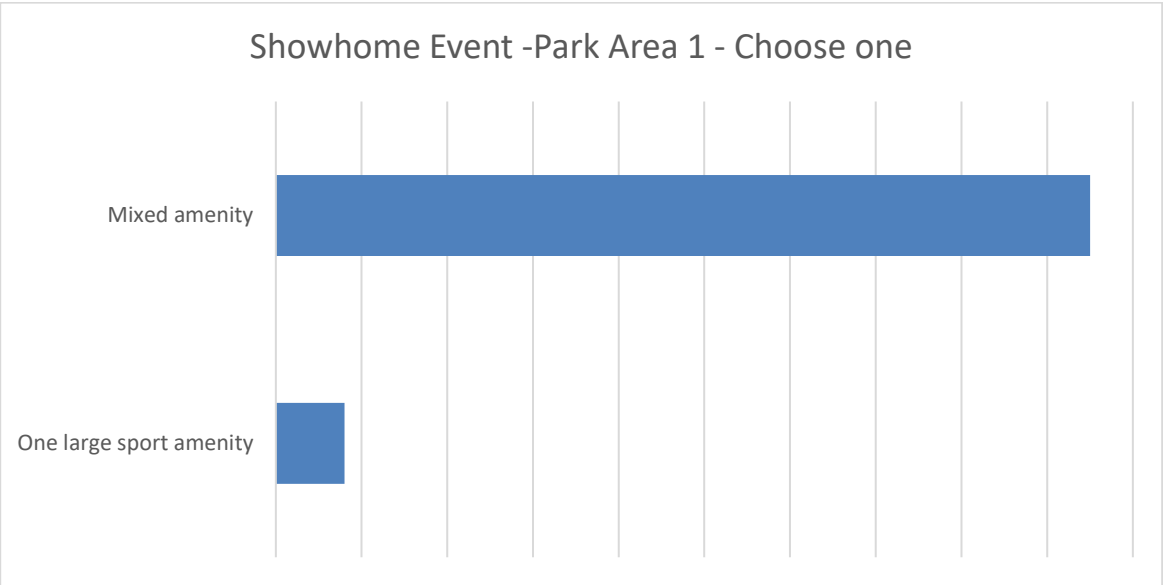
Park Area 1, Question 1 (Choose 1)

- Large sport amenity (image of cricket pitch/ map of large area with one sport)
- Mixed amenity (image of spray park/ map of multi-amenity concept)

Genesis Center Nov. 2, 2023, results are shown on the graph below for park area 1, question1 with the mixed amenity option preferred by most participants.



Showhome Event Nov. 4, 2023, results for Park area 1, question 1 are shown on the graph below with most participants preferring the mixed amenity option.

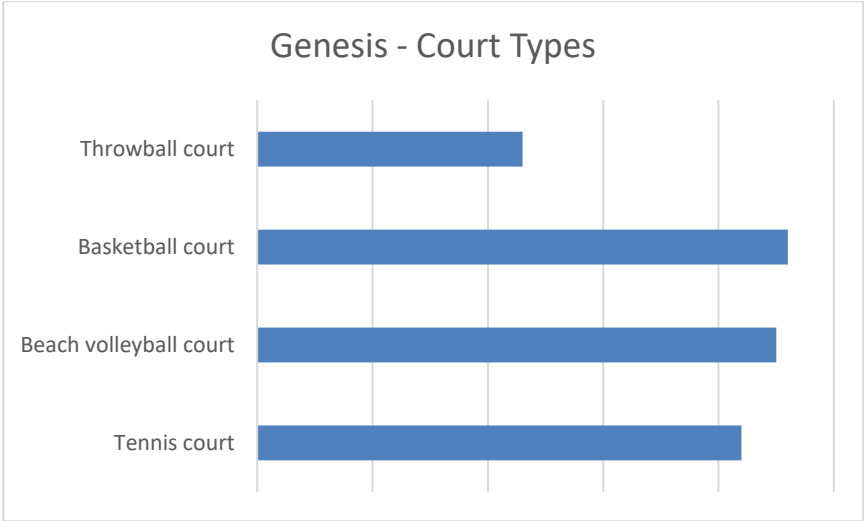




Park Area 1, Question 2 (We asked people to rank their court type preferences using colored dots with green being first choice, yellow being second choice and red being third choice)

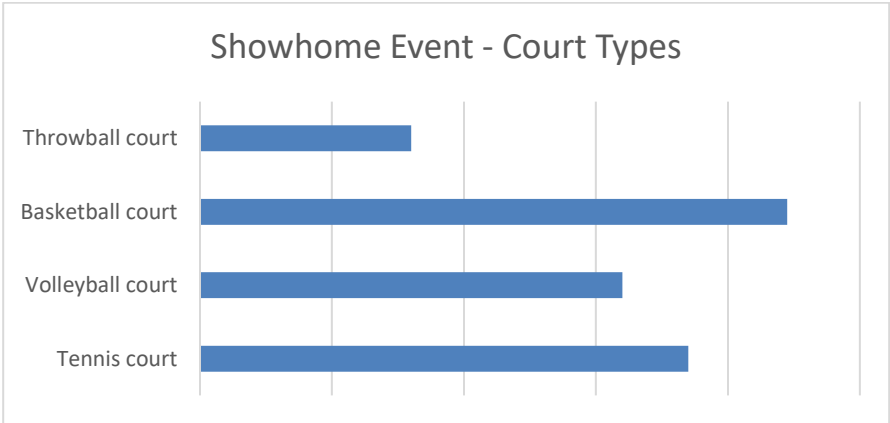
- Tennis court
- Beach volleyball court
- Basketball court
- Throwball court

Genesis Center Nov. 2, 2023, results are shown on the graph below for park area 1, question 2



Overall basketball, volleyball and tennis were very closely ranked. However, the most first choice options were on the beach volleyball followed by tennis second.

Showhome Event Nov. 4, 2023, results are shown on the graph below for park area 1, question 2



Participants said basketball was popular, but they would like to see volleyball and tennis added as there are none of these courts in the area. Throwball was a relatively new sport idea to many, so it was least selected. Most first choice dots were on basketball, followed by tennis and volleyball.



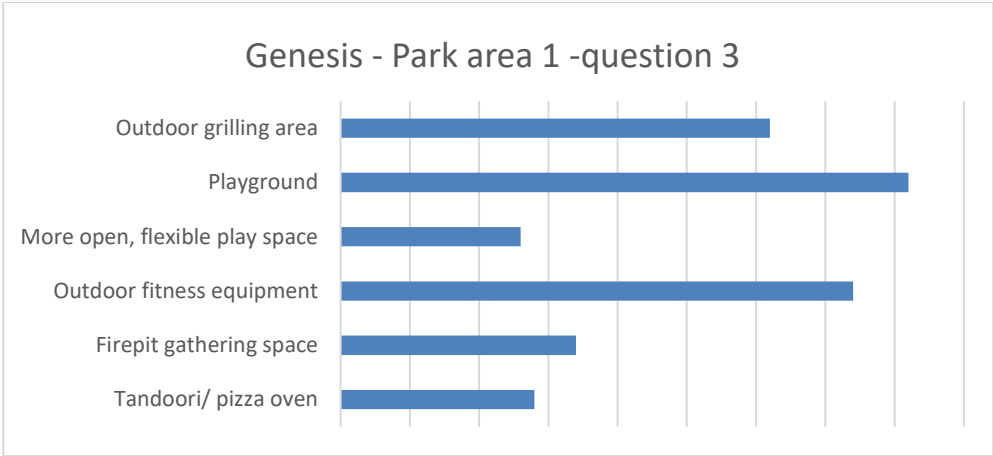
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Park Area 1, Question 3 (We asked people to rank their amenity preferences using colored dots with green being first choice, yellow being second choice and red being third choice)

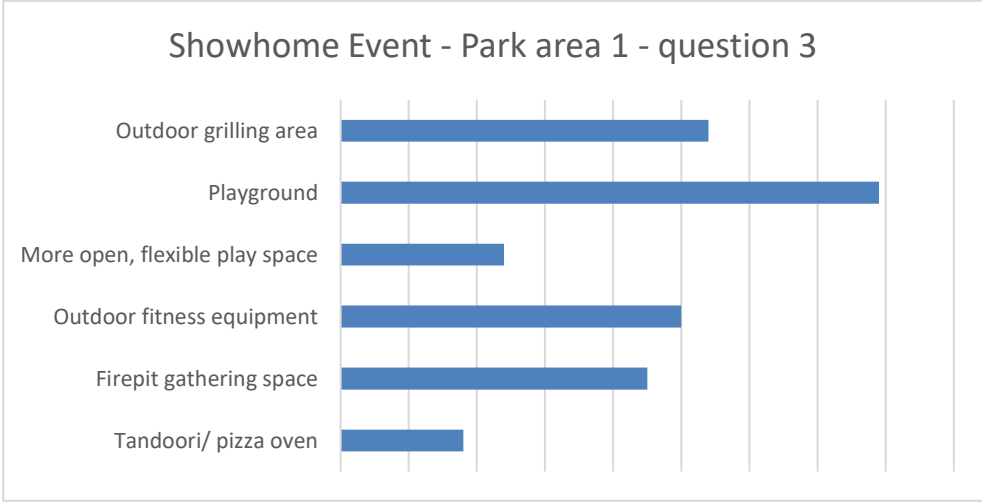
- Tandoori/ pizza oven
- Firepit gathering space
- Outdoor fitness equipment
- More open/ flexible play space
- Playground
- Outdoor grilling area

Genesis Center Nov. 2, 2023, results are shown on the graph below for park area 1, question 3



Most participants selected playground and outdoor fitness equipment, followed by outdoor grilling area. Most of the first-choice dots were on these selections as well, in the same order.

Showhome Event Nov. 4, 2023, results are shown on the graph below for park area 1, question 3

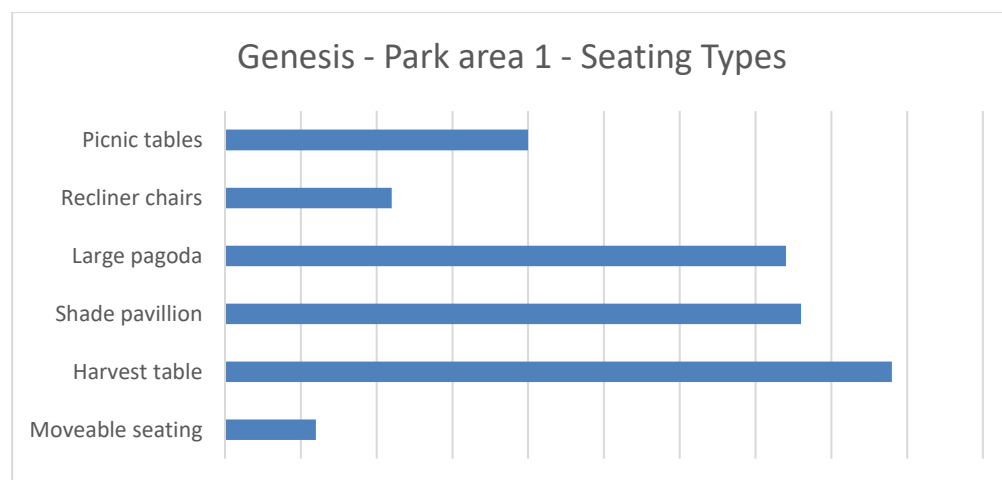


Overall, the playground was the most selected option, followed by outdoor grilling area, then outdoor fitness equipment and firepit gathering space. The playground was the highest first choice for participants followed by firepit, fitness and grilling area.

Park Area 1, Question 4 (We asked people to rank their types of seating preferences using colored dots with green being first choice, yellow being second choice and red being third choice)

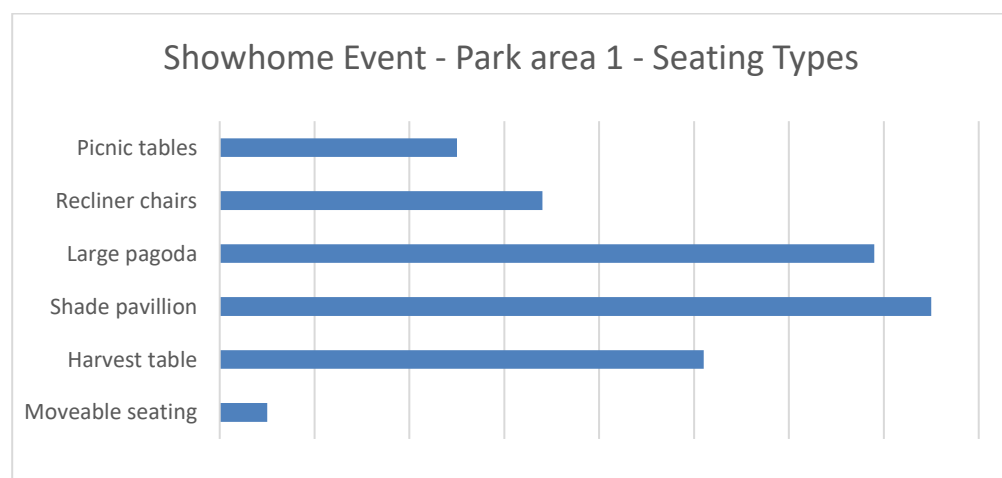
- Moveable seating
- Harvest table
- Shade pavilion
- Large pagoda
- Recliner chairs
- Picnic tables

Genesis Center Nov. 2, 2023, results for seating types are shown on the graph below.



Most participants selected the harvest table followed by the two shade structures: shade pavilion and large pagoda. However, most participants' first choice was the large pagoda.

Showhome Event Nov. 4, 2023, results are shown on the graph below for park area 1, seating types



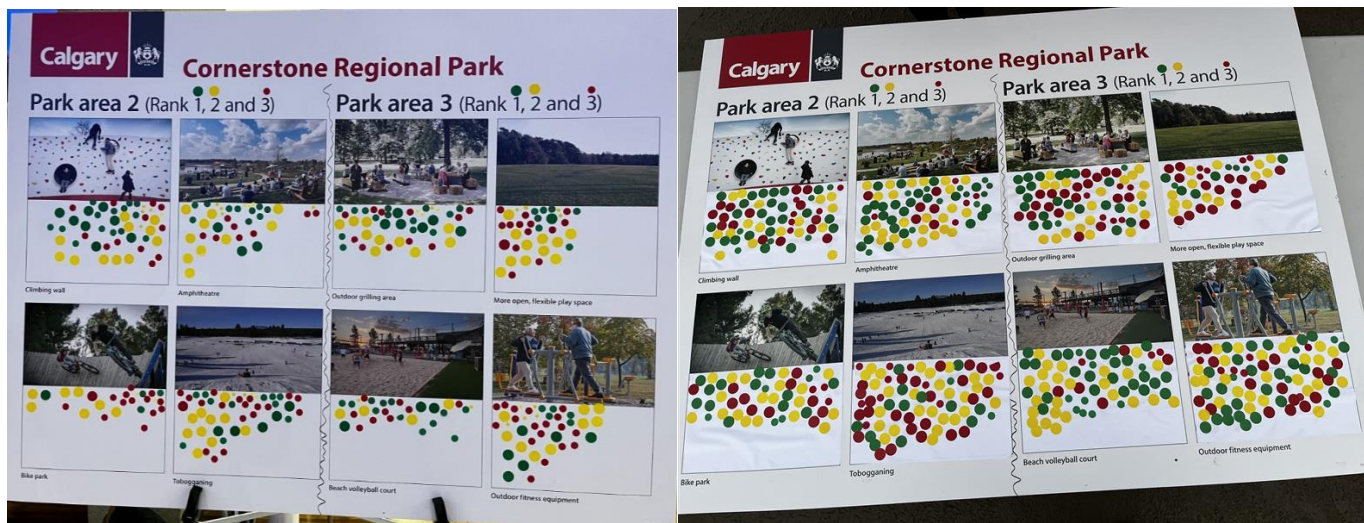
Most participants selected the two shade structures: shade pavilion and large pagoda, followed by harvest table. Most participants' first choice was shade pavilion, followed by large pagoda.

Park Area 2 and 3 Dotmocracy Engagement

On the Park Areas 2 and 3 Boards we asked participants to rank their preferences using colored dots with green being first choice, yellow being second choice and red being third choice.

LEFT: Photograph of Dotmocracy Board Results from Genesis Center Nov. 2, 2023

RIGHT: Photograph of Dotmocracy Board Results from Showhome Event Nov. 4, 2023



For Park Area 2 we asked participants to rank the following amenity options 1 (green), 2 (yellow), 3 (red)

- Climbing Wall
- Amphitheatre
- Bike Park
- Tobogganing

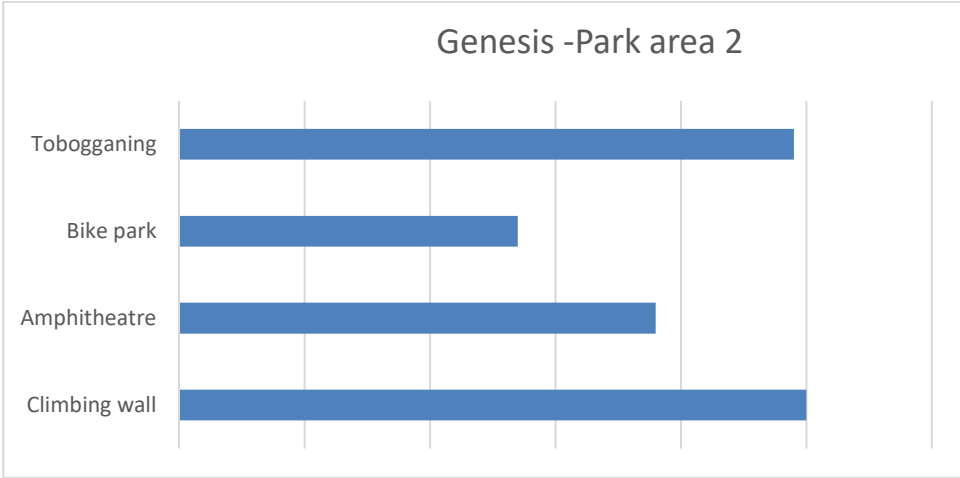
For Park Area 3 we asked participants to rank the following amenity options 1 (green), 2 (yellow), 3 (red)

- Outdoor grilling area
- More open, flexible play space
- Beach volleyball court
- Outdoor fitness equipment



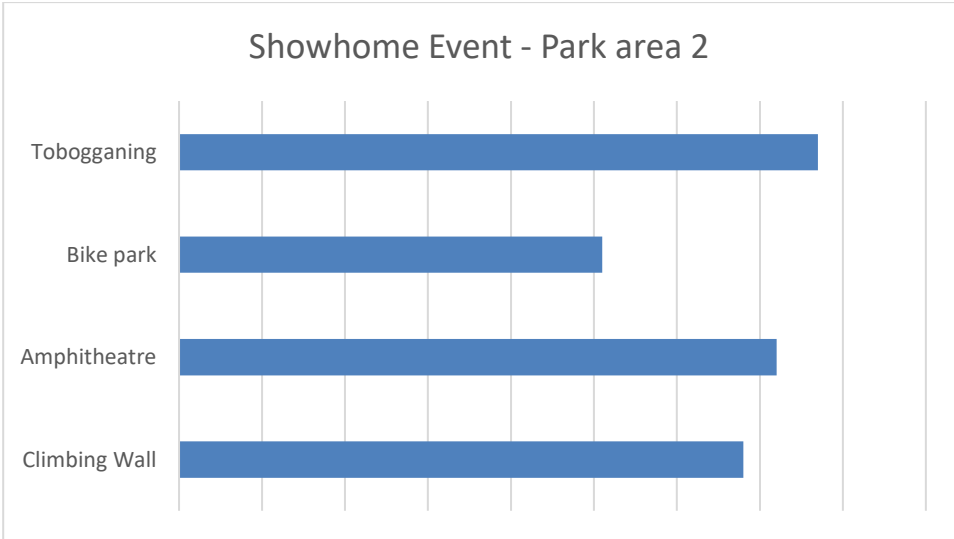
Park Area 2

Genesis Center Nov. 2, 2023, Park area 2 results are shown on the graph below.



Overall participants at the Genesis Event preferred the climbing wall and tobogganing area, with most people’s first choices being these two as well, with the bike park having the most third choices and least dots.

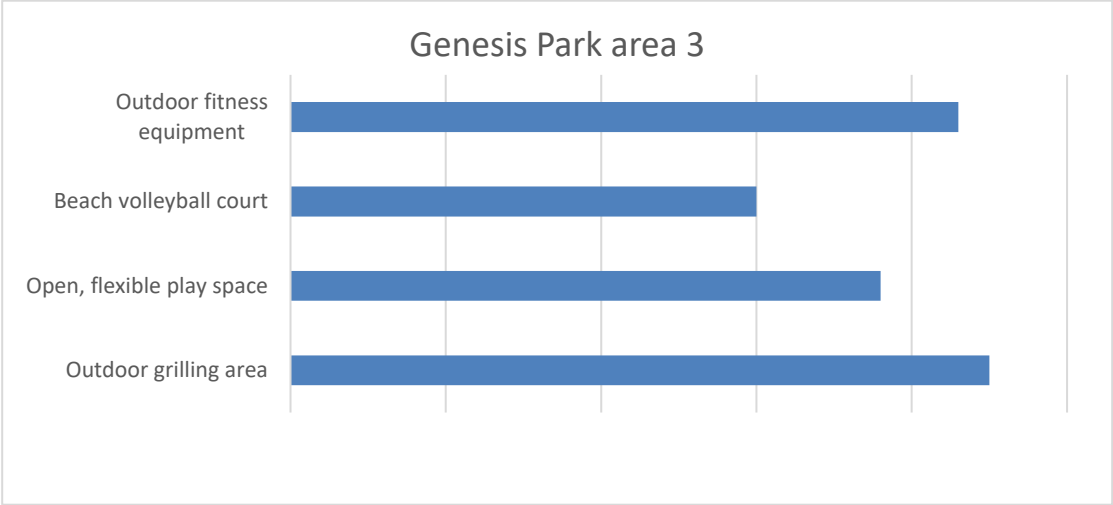
Showhome Event Nov. 4, 2023, Park area 2 results are shown on the graph below.



Overall participants at the Showhome Event preferred tobogganing and an amphitheatre, followed by a climbing wall option. Most of the first-choice options were the amphitheatre, followed by climbing wall, then tobogganing and bike park.

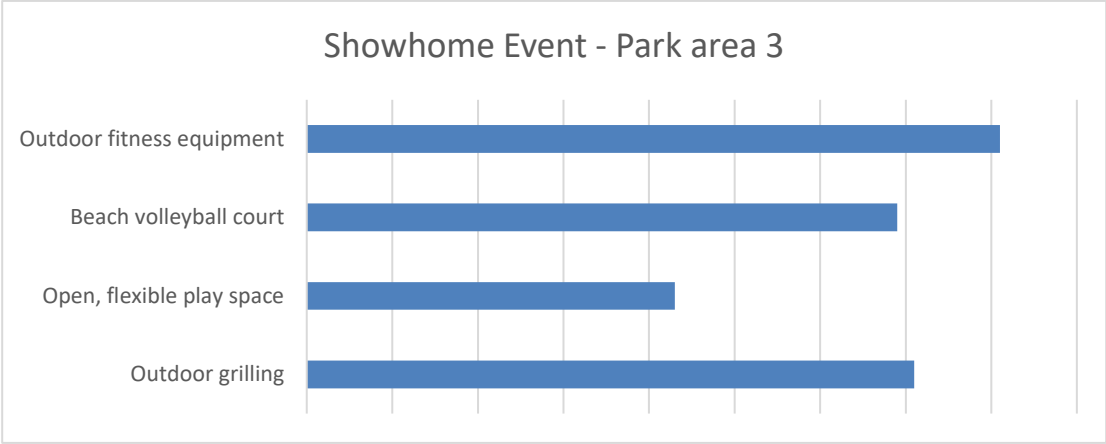
Park Area 3

Genesis Center Nov. 2, 2023, Park area 3 results are shown on the graph below with most selecting outdoor grilling, followed by fitness equipment, flexible play space and a volleyball court.



Participants preferred the outdoor grilling area, followed by outdoor fitness equipment, then open, flexible play space and volleyball court.

Showhome Event Nov. 4, 2023, Park area 3 results are shown on the graph below with outdoor fitness equipment preferred, followed by outdoor grilling, volleyball courts and flexible play space.



Participants preferred outdoor fitness equipment, followed by outdoor grilling, then volleyball court and open, flexible play space.

Other In-person Engagements



Engage Planners attended two other pop-up events: Nov. 25, 2023, Genesis Winter Market and Dec. 2, Chalo! FreshCo in Cornerstone. Information boards, maps and concepts were shared and postcards with a QR code were used to direct people to the online engagement portal. Overall, at the four in-person events, we connected with over 400 people.

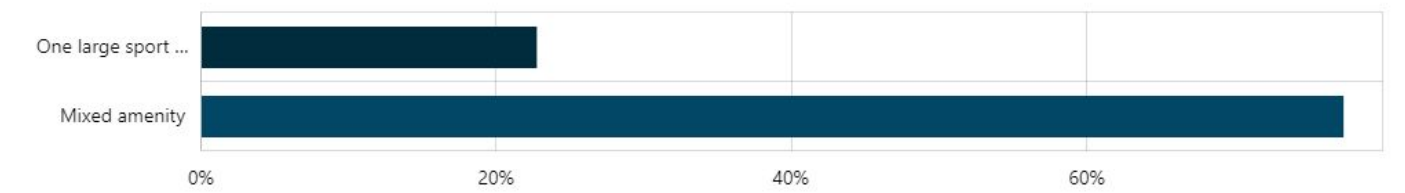
Online Engagement

Below are graphs summarizing the online engagement responses to specific questions. The results are meant to demonstrate trends for further consideration, not a voting process. The online engagement page had over 11,000 views with 2,394 contributions.

Additionally, we have summarized the main themes that were most prevalent in the comments received for each open-ended question that we asked. Themes are listed in order from most mentioned to least commonly mentioned. Each theme includes summary examples of verbatim comments. The comments shown are the exact words input by respondents. For the sample comments shown below, in some cases, only the portion of a comment that spoke to a particular theme was utilized. A comprehensive list of all verbatim comments in their entirety is included in the "Verbatim comments" document.

Park Area 1: Large Central Area

Q: Which concept layout do you prefer? You can choose one large amenity (such as cricket) or the space can be filled with multiple amenities (such as a spray park, playgrounds, celebration space, pagoda, and open, flexible play areas).



Q: Why?

Many participants restated their choice of the amenity they preferred as shown in the graph above. Note: Some responses were pro-cricket specifically, but an equal number of responses to those stated opposition to cricket.

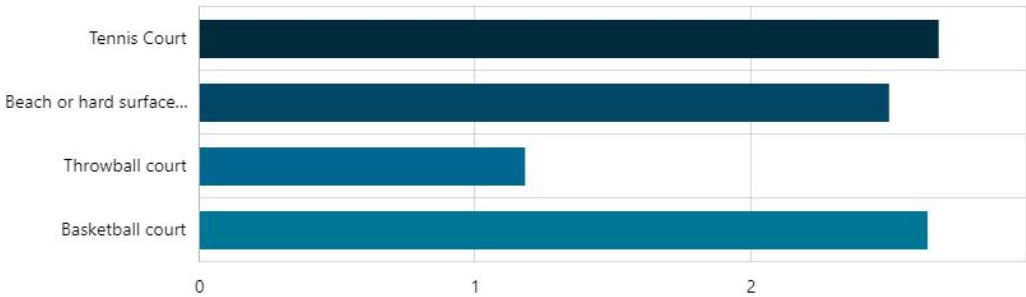
Theme	What We Heard Summary	Supporting Verbatim Comments
More people can enjoy a mixed amenity space	<p>Participants preferred the mixed amenity option because it would allow more people to use the space at the same time than would a single large sports amenity.</p> <p>It should also be noted that as a minor theme, some mentioned there are no amenities like the mixed amenity in the area – with Prairie Winds being mentioned often as too far and too crowded.</p>	<ul style="list-style-type: none"> ✓ “A splash park is more beneficial to a larger population. More geared towards more than 1 culture.” ✓ “This caters to a larger demographic variety than only to one specific group” ✓ “A mixed park gives an opportunity to everyone to enjoy the space rather than one dedicated group of people.” ✓ “We prefer mixed amenity as people from diverse interests and age groups will be able to use it”
Kid/ family friendly	<p>Kid/ family friendly was a priority for the area, and it was mentioned there were lots of families in the area and many felt a mixed amenity approach</p>	<ul style="list-style-type: none"> ✓ “Because we have a lot of young families here with lots of children. So having a splash park would be ideal and great for young families like us.” ✓ “Splash park and pagoda is needed in this area. The NE needs more places for

	to the area will better meet this need.	<p>kids because there is more kids crammed into the area than the rest of the City.”</p> <ul style="list-style-type: none"> ✓ “The kids will have somewhere close to swim. Prairie winds park is always so packed. We another splash park closer. And the kids love water parks”
Multi-generational/ broader appeal	Participants felt that a mixed amenity space was more inclusive to a larger diversity of users/ is a better use of space that has broader appeal when compared to one large sport amenity.	<ul style="list-style-type: none"> ✓ “This reaches more demographics.” ✓ “The layout with multiple amenities will be better use of the space as this would have more to offer for the every age group and also people with different interest. Even though I am big fan of Cricket but I would prefer a space that has something to offer everyone in the community.” ✓ “Mixed amenity would suit better for this multi-cultural communities of Cornerstone, Skyview Ranch and Redstone.”
Comments on Option B (Cricket specific)	<p>Many mentioned cricket pitches already exist in the area. Some still expressed the desire for more cricket pitches and identified cricket as a popular and growing sport.</p> <p>Many participants acknowledged being pro-cricket but felt this regional park should be mixed amenity to serve more people – they would like more cricket pitches but just not here.</p> <p>However, more people commented against cricket as an option specifically than were pro-cricket.</p>	<ul style="list-style-type: none"> ✓ “Cricket pitch is already developing in cornerbrook” ✓ “It is good for the kids to play, there are many cricket pitches in close proximity in North east” ✓ “We need more cricket grounds as the sport is growing massively in Calgary but not enough facilities.” ✓ “Different options bring people together with different choices not obligated with one options. Cricket pitch does exist in another community closer to cornerstone.” ✓ “There is a new cricket facility not far from Cornerstone already in Saddletown.”



Park Area 1: Sport Court Area

Rank the following types of courts by preference. Drag your choices to the empty box on the right to sort them with most preferred at the top.



Q: Why did you rank these the way you did?

Many participants restated their response to the previous question, listing again their preferred court type, chose due to their personal preference, or chose based on what they see as popular in general, which was captured in the graph. Additional responses and rationales are captured in the themes below.

Theme	What We Heard Summary	Supporting Verbatim Comments
Lack of specific amenity in area	Basketball is very popular in the area with participants saying the existing courts in the area are always well used. However, participants would like to see a variety of court types mixed in the park, with tennis and volleyball mentioned often as missing in the area.	<div>✓ “We have very limited/none Volleyball courts in and around Cornerstone, it would be a good hangout sport in the summer months especially beach volleyball will be a show stealer.”</div> <div>✓ “Tennis is an interesting sport and we have limited or no courts in the near vicinity.”</div> <div>✓ “Communities in upper NE Calgary are severely lacking in options for courts. We have a few basketball courts, but no tennis or volleyball courts. Having a variety of options will engage more members of the community to utilize these amenities.”</div>

<p>Kid/ Family Friendly</p>	<p>Kid and family friendly amenities are highly desired in the area</p>	<ul style="list-style-type: none"> ✓ “A lot of family lives in this community and most kids plays with ball” ✓ ‘Because this large area are useful for our young generation and physical activities” ✓ ‘Kids enjoy doing outdoor activities right in the neighborhood instead of traveling to another community”
<p>More people can use it</p>	<p>Consideration should be given to the number of people that can use the court type at any given time to try to include as many diverse users as possible (basketball, volleyball can accommodate more players than tennis, although tennis not available in close area and many still want it and participants suggested tennis courts could also be used for other sports such as badminton as well.</p>	<ul style="list-style-type: none"> ✓ “A lot of people can play volleyball together and anyone can play it .” ✓ “Again it comes to what will get used mostly basketball is one of those sports everyone enjoys. No need for any other equipment besides a ball” ✓ “We do not have any Tennis Courts in the New North East. This would be a valuable addition that would be used by multigenerational users.”

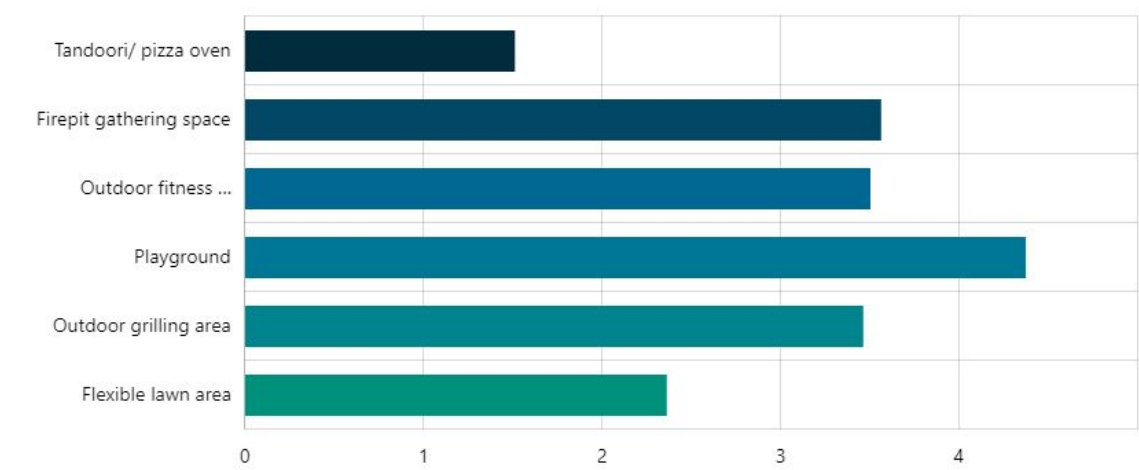


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Park Area 1: Additional Amenities

Rank the following amenities by preference. Drag your choices to the empty box on the right to sort them with most preferred at the top.



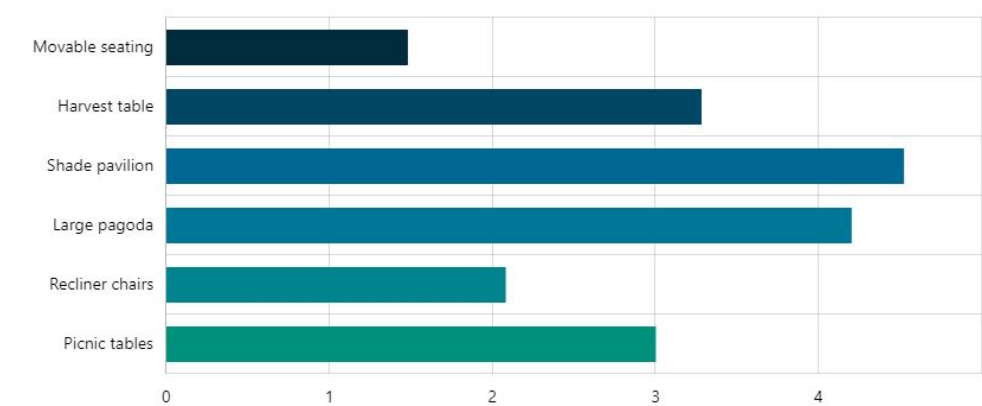
Q: Park Area 1- Additional Amenities -Why did you rank these the way you did?

Theme	What We Heard Summary	Supporting Verbatim Comments
Kid/ family friendly/ multigenerational mix	Kids activities and playgrounds were a popular ask in this area, with many participants identifying playground as a need but people would like the playground to be integrated with multi-generational amenities such as covered seating or exercise equipment for adults to meet the unique needs of this community.	<div>✓ "Lots of children in the community and not enough parks."</div> <div>✓ "Cornerstone is young. Kids need playground."</div> <div>✓ "It's important for adults to model healthy living for their children. While adults use the fitness equipment, children can play at the park."</div>
Fitness/ health as an overall priority	People prioritize fitness and health	<div>✓ "Outdoor fitness and having a playground is a win win situation for the community as whole an wholesome fitness for everyone."</div>

		<div>✓ "The outdoor fitness equipment can be used by all ages."</div> <div>✓ "Outdoor fitness equipment also encourages adult physical activity while removing a financial barrier."</div>
Group gathering/ grilling	<p>Grilling areas and places for groups to gather are highly desirable. Sharing food and gathering is very culturally important in this area.</p> <p>Education around clean-up and behavior in the shared spaces was suggested as some mentioned concerns around grilling due to maintenance and behavior.</p> <p>Most participants preferred more generalized cooking amenities to tandoori/ pizza ovens - participants were worried one special amenity could be dominated by one group and not as easily shared by all, with maintenance also highlighted as a possible issue.</p>	<div>✓ "We need grilling area in NE. We have to go to other parts of the city for bbq get-together"</div> <div>✓ "I believe many people in this community love to gather around food and seating with the addition of heat sources/cooking sources would encourage more people of all ages to gather and enjoy the space."</div> <div>✓ "The grills would be great for birthday parties."</div>

Park Area 1: Seating Types

Rank the following types of seating by preference. Drag your choices to the empty box on the right to sort them with most preferred at the top.



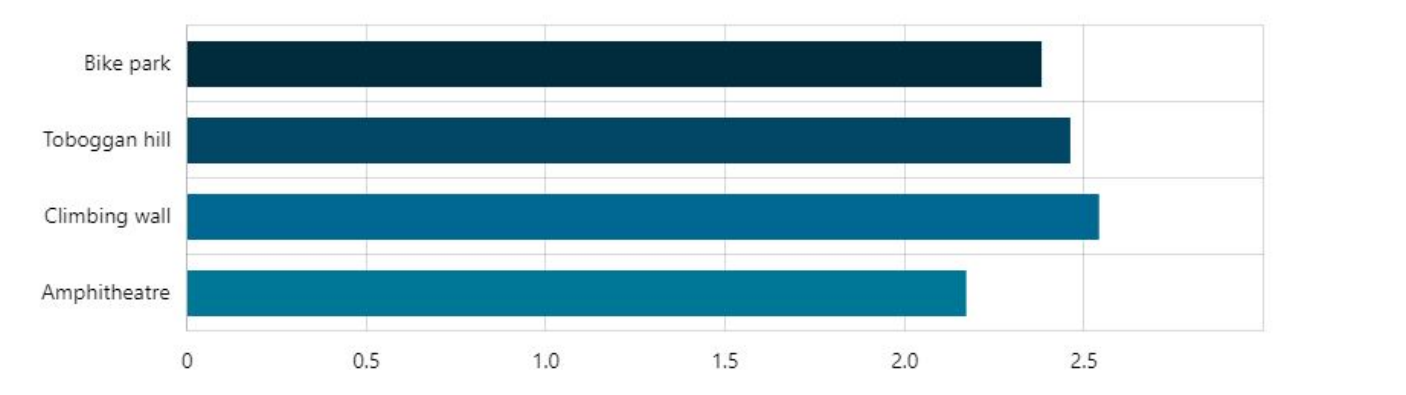
Q: Is there anything else we should consider about seating?

Theme	What We Heard Summary	Supporting Verbatim Comments
Shade and weather shelter	<p>Weather protection in both winter and summer was highly important to participants. Consider orientation and location to extend seasonality of sheltered area's use. People really liked shaded pagodas with seats grouped underneath. They prefer a set up so people can face each other or gather together easily.</p> <p>Considerations include accessibility and inclusion – seating for a variety of uses, types of groups and children/ senior's needs/ wheelchair accessible– kids/ toddler tables as well as harvest tables mixed with small picnic style tables for playing cards, etc.</p> <p>This community requires more seating than average and more group seating options. Multi-generational families are common and people like to gather in groups often to share food or celebrate.</p>	<ul style="list-style-type: none"> ✓ "We need more shade and seating in our communities, not just Cornerstone! It would be awesome to see all these choices into the new regional park, and also in the other spaces of the Northeast. We see a lot of people walk and sit and finding spaces to hangout for all groups." ✓ "Shade would be nice to have since Cornerstone does not have grown up trees" ✓ "During summer time people celebrating birthdays and other parties at the park it is nice to have large shaded pavillions to accomodate large numbers of guest for families and friends to share with. And also there are only few parks that has a shded pavilion and its always full during summer time." ✓ "Making sure it's inclusive for all people with physical disabilities and old age and young kids in mind."
Concerns with moveable seating	<p>Many participants raised concerns with moveable seating getting moved, broken or stolen.</p>	<ul style="list-style-type: none"> ✓ "Wouldn't go for moveable seats as they will get destroyed or go missing" ✓ "Movable seating can be a disadvantage due to first come first serve and I foresee chairs or tables stolen."

<p>Large party/ multi-family gathering areas</p>	<p>Large gathering areas for groups or celebrations would be well used</p> <p>Clusters of group seating in the same area so multiple groups can gather at the same time would work well for this community</p> <p>Harvest tables were also popular for multigenerational families, group gatherings and meetings</p>	<p>✓ It would be great to have spaces where large groups could gather comfortably and small groups as well. It would be great to consider seating suitable for the elderly and for children”</p> <p>✓ “Indian community loves to have families over and eat together more often than others. And i dont think there is any outdoor thing available to celebrate small functions like bdays and small events”</p> <p>✓ “Bigger tables or seating arrangements as this community tends to have larger families”</p>
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Park Area 2: Amenity Options

Rank the following amenity options in order of preference. Drag your choices to the empty box on the right to sort them with most preferred at the top.



Most participants selected climbing wall, but it was very close with toboggan hill and bike park as well as amphitheatre.

NOTE: There is no table with themes and verbatim below this graph because we did not ask an open-ended question on this topic.

Q: Why did you rank this the way you did?

Theme	What We Heard Summary	Supporting Verbatim Comments
Kid/ family friendly	<p>Again, the kid friendly theme emerged as a key consideration in the area.</p> <p>Participants regularly mentioned kids as a factor in their rankings.</p>	<ul style="list-style-type: none"> ✓ “We love physical activities for kids and family.” ✓ “Lots of young families with children in the redstone/cornerstone”
Activities for year-round use	<p>Winter activities were popular with participants highlighting how much of the year in Calgary is winter and that hills are lacking in the area</p>	<ul style="list-style-type: none"> ✓ “Toboggan Hill will be a great activity to do in winter times and especially children will love it. As we have good 3 to 4 months of winter, it's nice to have an outdoor activity like this.” ✓ “All ages kids love tobogganing, so it's the first choice” ✓ “There are a lot of young families. I believe kids and parents of all ages would greatly benefit from toboggan hill, climbing park to encourage getting outside in all weather types. “
Cultural gathering/ amphitheatre	<p>Cultural gathering spaces were important, so the amphitheatre was noted as a nice option for festivals/ events/ large gatherings</p>	<ul style="list-style-type: none"> ✓ “amphitheatre a good options for all ages and ethnic cultural/community programs” ✓ “Amphitheater will help community get together.” ✓ “It would be nice to have a public gathering place in the community. An amphitheater would provide a space for this”



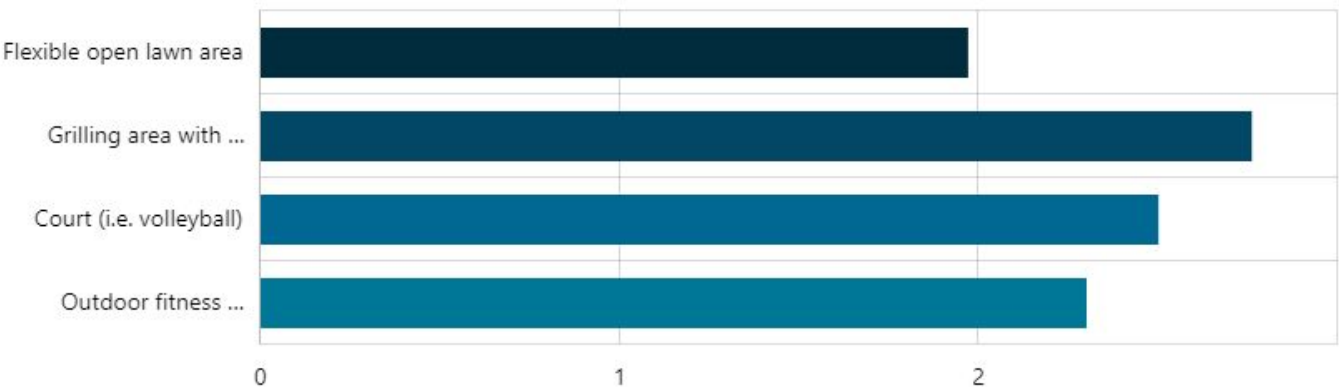
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Biking/ Climbing – climbing ranked higher	There was also interest in active uses such as climbing or biking.	<div>✓ “Bike park can be used by all and kids need activities”</div> <div>✓ “children get empowered when climbing”</div> <div>✓ “I would love a climbing wall, this seems unique - and I think it would be a great opportunity for the kids/youth/adults to get into something they may otherwise not be able to afford.”</div>
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Park Area 3: Concept Feedback

Rank the following amenity options in order of preference. Drag your choices to the empty box on the right to sort them with most preferred at the top.



Most participants selected grilling area, followed by court amenity, outdoor fitness and lastly flexible open lawn area.



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Next steps

Input will be shared with The City's design consultant. The team will then work to incorporate public feedback into a final concept that will also balance site constraints, budget, environmental conditions, operational requirements and other considerations. This final concept will be used to guide future detailed design plans for the park.

The feedback collected during the engagement process will drive design decisions made during the development of the final concept. Once the final concept is prepared, this, along with the What We Did Report, will be shared with the public to explain how the feedback that was collected was incorporated and why. The Final concept and What We Did Report will be ready for sharing in Spring of 2024.