



Agenda Item 5c – Engagement Update

Update on Hiring the Engagement Consultant

- City staff have evaluated consultant proposals and decided on the preferred consultant
- The City's Supply representative contacted the consultant to indicate that they are the preferred consultant
- Supply will finalize the scope and terms of the contract (~2 weeks)
- Aiming to have the consultant start around April 11
- Consultant will be onboarded to support the April 27 open house

Open House, April 27th, 4 pm to 8 pm

Promotions:

- Road signs
- Foothills County and City of Calgary websites
- Mailouts
- Emails to subscribers
- Newspaper Ads (e.g., Okotoks Western Wheel, Calgary Herald)
- Community association ads (incl. digital ad in the De Winton CA Facebook page)
- Digital strategy (e.g., geo-targeted banner ads)

Open House, April 27th, 4 pm to 8 pm

Objectives:

- Explain annexation, the process and how decisions are made
- Share The City's reasons for initiating the annexation
- Outline the consultation process and opportunities to provide input during the consultation process
- Collect comments, questions and/or concerns

Open House, April 27th, 4 pm to 8 pm

Format:

- Review poster boards and ask questions of staff
- 2 short presentations with Q & A sessions – 5:00 to 5:30 pm and 7:00 to 7:30 pm
- Staff will be present to answer questions

Open House, April 27th, 4 pm to 8 pm

Collecting input:

- Online questionnaire will be posted week of April 10 to week of May 11 (~4 weeks)
- Paper questionnaire at the Open House
- Respond to engagement questions at the Open House

Report Back

- Preliminary report back to the ANC on May 8
- Phase 1 What We Heard report due June 19
- Full report back to the ANC on June 19

Next Steps

- Finalize content for the open house
- Onboard the engagement consultant
- Begin planning for open house #2 (potentially September/October)

Recommendation to the Annexation Negotiation Committee:

- Confirm role of elected officials at the open house
- Confirm messaging of elected officials at the open house