



















### Communications and Promotion Tracking - Winston Heights Village (Appendix A)

Phase	Type	Audience	Delivery/ Execution	Distribution/ Execution Date(s)	# of Attendees, Participants, Touchpoints	Notes
	Workshop Invitations - industry mailout email	REDS industry list	Email from Project Manager (Carol-Ann Beswick)	21-Oct-19 <a href="https://secure.campaigner.com/csb/Public/show/cf3f-1ckrqm--mjjnx-8nlyij53">https://secure.campaigner.com/csb/Public/show/cf3f-1ckrqm--mjjnx-8nlyij53</a>	193 sent, 162 opened (84%!!), 29 clicked.	Sent to WHV-specific list only
			Follow-up email from Project Manager (Carol-Ann Beswick)	19-Nov-19 follow-up <a href="https://secure.campaigner.com/csb/Public/show/cf3f-1j34sd--nfmcy-8nlyij54">https://secure.campaigner.com/csb/Public/show/cf3f-1j34sd--nfmcy-8nlyij54</a>	210 sent, 166 opened (79%), 17 clicked	
	Email to Winston Heights-Mountview and Renfrew Community Associations with print/web ready promotion material	Community members	Email with content to support email/ web/ social media promotion	21-Oct-19	Not available	
	311 Script	Public	Posted to 311 system	22-Oct-19		
	Social Media	Public	CoC Tweets (10) and Facebook posts (1) provided	Oct 2-Oct 1 <a href="https://www.facebook.com/124239144255718/posts/2715836041762669">https://www.facebook.com/124239144255718/posts/2715836041762669</a>	41,034 impressions, 21,352 reach, 1151 clicks, 37 likes, 2 loves, 4 wow, 15 shares, 45 comments.	
				Oct 28 - Nov 7 <a href="https://www.facebook.com/124239144255718/posts/2816857668327172">https://www.facebook.com/124239144255718/posts/2816857668327172</a>	67,214 impressions, 32,504 reach, 807 clicks, 33 likes, 1 haha, 4 sad, 9 shares, 25 comments	
	Invitation letters to businesses along 16 Avenue - from Deerfoot Tr. to Centre Street	Businesses along 16 Avenue	Hand-delivered	1-Nov-19	99 letters	
	Unsolicited Media	Articles	<a href="#">Global</a>	4-Nov-19	Not available	

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<b>Phase 2 - Share and Refine</b>  <b>DECEMBER 2019</b>	Council Briefing	Council	Email	Completed by City		
	Engage Portal Page - update project information	Public	Online	Updated 11-Dec-19		
	Bold Signs	Public, residents, road users	Road signs	27-Nov-19 to 12-Dec-19	7 road signs	(1) East Side 6 ST NE; South of 27 AVE (2) East Side EDMONTON TR NE; North of 32 AVE (3)South Side 8 AVE NE; West of 13A ST (4)North Side 13 AVE NE East of 6 ST (5)West Side RUSSET RD NE; South of 16 AVE (6) South Side 18 AVE NE; East of EDMONTON TR (7) East Side MONCTON RD NW; North of 17 AVE
	Open House Invitations - hard copy letters	Adjacent residents in Winston Heights-Mountview and Renfrew	Hand delivered	26-Nov-19	126 invitations delivered	
	Open House Invitations - email	Nearby businesses and organizations, individuals who opted in for project emails and updates	Email from Project Manager (Carol-Ann Beswick)	26-Nov-19	Not available	
	Open House Invitations - industry mailout email	REDS industry list	Email (City)	27-Nov-29 <a href="https://secure.campaigner.com/csb/Public/show/cf3f-1jwtez--nj4dc-8nlyij50">https://secure.campaigner.com/csb/Public/show/cf3f-1jwtez--nj4dc-8nlyij50</a>	Sent 209, opened 148, clicked 12	
	Email to Winston Heights-Mountview and Renfrew Community Associations with print/web ready promotion material	Community members	Email with content to support email/ web/ social media promotion	26-Nov-19	Not available	

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	311 Script	Public	Posted to 311 system	21-Nov-19		
	Social Media	Public	CoC Tweets (7) and Facebook posts (1) provided	26-Nov-19 to 6-Dec-19 Completed by City	Not available - no paid social for this event	
<b>Phase 3 - Present and Deliver</b>	Council Briefing	Council	Email	Completed by City		
<b>DECEMBER 2020 - JANUARY 2021</b>	Engage Portal Page - update project information	Public	Online	Updated 6-Dec-20		
	Bold Signs	Public, residents, road users	Road signs	7-Dec-20 - 4-Jan-21	7 road signs	(1) East Side 6 ST NE; South of 27 AVE (2) East Side EDMONTON TR NE; North of 32 AVE (3) South Side 8 AVE NE; West of 13A ST (4) North Side 13 AVE NE East of 6 ST (5) West Side RUSSET RD NE; South of 16 AVE (6) South Side 18 AVE NE; East of EDMONTON TR (7) East Side MONCTON RD NW; North of 17 AVE
	Open House Invitations - hard copy letters	Adjacent residents in Winston Heights- Mountview and Renfrew	Hand delivered	8-Dec-20	126 invitations delivered	
	Open House Invitations - email	Nearby businesses and organizations, individuals who opted in for project emails and updates	Email from Project Manager (Carol-Ann Beswick)	7-Dec-20	Not available	

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	Open House Invitations - industry mailout email	REDS industry list	Email (City)	9-Dec-20	Sent 209, opened 174, clicked 85	
	Email to Winston Heights-Mountview and Renfrew Community Associations with print/web ready promotion material	Community members	Email with content to support email/ web/ social media promotion	4-Dec-20	Not available	
	311 Script	Public	Posted to 311 system	4-Dec-20		

Engagement Tracking - Winston Heights Village (Appendix B)						
Phase	Level of Engagement (Engage spectrum)	Specific topics/ aspects for engagement	Tactic	Intended Participants	Execution Date(s)	# of Attendees, Participants, Touchpoints
Phase 1A - Ideas and Considerations  OCTOBER 2019	Listen & Learn	<p><b>The activities in this phase sought input and/or feedback on:</b></p> <ul style="list-style-type: none"> <li>- Public goals/evaluation criteria that are important to participants</li> <li>- Stakeholder and public aspirations, preferences, priorities and ideas for the site</li> <li>- Any current and/or potential issues, opportunities and concerns</li> <li>- Multiple urban design elements, including building styles, streetscapes and park amenities</li> </ul> <p>An event evaluation form was distributed at the open house/workshop to gauge participants' satisfaction with the engagement process and the session itself, and to collect any 'lessons learned' through which to improve future sessions.</p>	Internal stakeholder meetings, held by the project team	City of Calgary staff CPAG representatives	12-Sep-19	
			Face-to-face or telephone conversations with key stakeholder groups	Winston Heights-Mountview Community Association	10-Sep-19	
			Public open house/workshop, with participatory component working with project team representatives	Residents and land/business owners from adjacent and nearby communities  Interested public	1-Oct-19	154 participants
			Open house evaluation form	Attendees of open house/ workshop	1-Oct-19	55 forms submitted
			Online engagement activity	Interested public  Those unable to attend open house/workshop	1-10-29 to 15-10-19	61 online submissions
			Phase 1B - Explore and Design  NOVEMBER 2019	Consult	<p><b>Workshop #1 - November 4, 2019</b> Workshop participants were provided with a presentation which included a summary of what the project team heard was important to participants in Phase 1a and how the feedback led to the development of three design alternatives.</p> <p>Through collaborative table discussions, facilitated and documented by members of the project and design team, participants were asked to discuss the three design alternatives and consider:</p> <ul style="list-style-type: none"> <li>- The <b>positive aspects of each alternative</b>, considering design principles such as walkability and urban character</li> <li>- The <b>negative aspects of each alternative</b>, considering design principles such as walkability and urban character</li> <li>- <b>Additional elements</b> that should be considered for each alternative</li> </ul> <p>Participants were asked to complete an event evaluation form to gauge satisfaction with the workshop and provide an additional opportunity for submitting feedback to the project team.</p> <p><b>Workshop #2 - November 7, 2019</b> Workshop participants were provided with a presentation that outlined what was heard in Workshop #1 and how that feedback led to a single design concept being</p>	Internal stakeholder meetings, held by the project team
Face-to-face or telephone conversations with key stakeholder groups	Winston Heights-Mountview Community Association  Renfrew Community Association  Winston Heights golf course  Ambassador Hotel	Not available				
Two public workshops (2.5 hrs each), distinct but inter-related	Residents and land/business owners from adjacent and nearby communities  Interested public	Workshop #1 - 4-Nov-19  Workshop #2 - 7-Nov-19	Workshop #1 - 49 participants  Workshop #2 - 30 participants			
Workshop evaluation forms	Attendees of workshops	Workshop #1 - 4-Nov-19  Workshop #2 - 7-Nov-19	Workshop #1 - 31 forms submitted  Workshop #2 - 14 forms submitted			

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		<p>put forward for consideration, along with some options within that concept.</p> <p>The facilitated table conversations were structured to solicit feedback and response to the specific options identified in the presentation and to the overall preferred concept plan. The table groups focused on the following questions:</p> <ul style="list-style-type: none"> <li>- What do you <b>like/not like</b> about the plan?</li> <li>- What <b>other ideas</b> do you have?</li> <li>- What <b>feedback</b> do you have in regards to the options provided for how the development faces 16 Avenue N.E.?</li> </ul> <p>As a final activity, each table was asked to brainstorm three alternate names for the development.</p>	<b>Presentation materials shared online</b>	<p>Interested public</p> <p>Those unable to attend workshops</p>	Posted as of 3-Nov-19	No feedback solicited
<b>Phase 2 - Share and Refine</b>  DECEMBER 2019	Listen & Learn	<p><b>The activities in this phase sought input and/or feedback on:</b></p> <ul style="list-style-type: none"> <li>- Draft concept and land use outline plans</li> </ul>	<b>Public open house</b>	<p>Residents and land/business owners from adjacent and nearby communities</p> <p>Interested public</p>	11-Dec-19	42 attendees
			<b>Open house evaluation form</b>	Attendees of open house	11-Dec-19	20 forms submitted
			<b>Presentation materials shared online</b>	<p>Interested public</p> <p>Those unable to attend open house</p>	Posted as of 11-Dec-19	No feedback solicited
<b>Phase 3 - Present and Deliver</b>  DECEMBER 2020 - JANUARY 2021	Listen & Learn	<p><b>The activities in this phase sought input and/or feedback on:</b></p> <ul style="list-style-type: none"> <li>- Public engagement process and participants' understanding of the process</li> <li>- Participants' understanding of how input was used, and if not, why</li> <li>- Support for the final Land Use Outline Plan</li> </ul>	<b>Online meetings with key stakeholder groups</b>	Winston Heights-Mountview Community Association	17-Dec-20	
			<b>Online engagement activity</b>	Interested public and stakeholders	07-Dec-20 - 04-Jan-21	79 online submissions 1 email submission