

Applicant Outreach Summary



Community Outreach on Planning & Development Applicant-led Outreach Summary

Please complete this form and include with your application submission.

Project name: HomeSpace - Seton Affordable Housing

Did you conduct community outreach on your application? ☒ YES or ☒ NO

If no, please provide your rationale for why you did not conduct outreach.

Outreach Strategy

Provide an overview of your outreach strategy, summary of tactics and techniques you undertook (Include dates, locations, # of participants and any other relevant details)

HomeSpace Society has a dedicated internal team focused on community outreach. Coupled with key consultants, HomeSpace engages the relevant communities in advance of every project, regardless of location, scale or type of project.

Our strategy is to reach out to as many surrounding residents/community members as possible and this was mobilized through a large mail out to over 3000 addresses around the subject site inviting the public to engage with us and steer them to a dedicated website that includes project information and contact information, both email and phone number. This was supplemented by select door-knocking (within COVID protocols), direct notification to the local Community Association (Auburn Bay) as well as the local area Councillor and Calgary Police Service Community Resource Officer.

Please see DTR response for a list of the initiatives undertaken and their dates. This list is provided under our response to item 1.

Stakeholders

Who did you connect with in your outreach program? List all stakeholder groups you connected with. (Please do not include individual names)

Currently, there is no established Community Association for Seton. Nonetheless, we notified the Auburn Bay Community Association as they are the next closest established Community Association. Furthermore, we directly reached out to the Community Resource Officer of Calgary Police Service as well as the Ward councillor. Contact with surrounding business were also completed via door knocking again to inform them of the project and to obtain feedback and offer our contact information. Together, these connections comprise of the key stakeholders that we will continue to communicate with into the foreseeable future.

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What did you hear?

Provide a summary of main issues and ideas that were raised by participants in your outreach.

To date, no substantive issues or concerns have been raised. We have received inquiries about applying for a rental unit by a handful of people, but no real concerns have been communicated.

How did stakeholder input influence decisions?

Provide a summary of how the issues and ideas summarized above influenced project decisions. If they did not, provide a response for why.

Stakeholders have responded well to the residential character of the proposed development and did not reflect any significant concerns regarding the proposal. This includes the CA, the businesses and the Councillor's office. Feedback have been generally benign and therefore, this has not necessitated any major changes to our proposal as it relates to the Land Use Amendment. However, we remain open and optimistic and ready to address more details that will follow during the Development Permit process.

How did you close the loop with stakeholders?

Provide a summary of how you shared outreach outcomes and final project decisions with the stakeholders that participated in your outreach. (Please include any reports or supplementary materials as attachments)

We have established a transparent and open mechanism for outreach and dialogue and these all remain open. We will address concerns directly wherever possible and will post any changes on the website as well as contact those that have provided their contact information regarding any updates. If the need arises, our team is happy to add additional events, whether in-person or virtual.

At this point, we are not "closing" the loop with stakeholders. We plan on continuing this outreach through the DP approval and beyond into the construction and operations cycle. HomeSpace typically becomes members of the local Community Association in which they operate and maintains a long term relationship, along with their agency partners that will manage the housing.

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