

# Applicant Outreach Summary

**Project Name:** Affordable Housing - Calgary Dream Centre North

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

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

N/A

## 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)

### Strategy Overview

The first step of the strategy was to enlist the support of an Outreach Consultant who could help the CDC articulate a well thought out strategic plan. Manna Consulting was hired.

The Strategy developed was to first discuss with the affected Ward 9 and Ward 11 Councillors and make them aware of our proposal to buy and repurpose the Holiday Inn Calgary Hotel at 4206 Macleod Trail South to Affordable Housing and gather any concerns or comments they may have. Our next step in the strategy was to contact the Community Associations' Boards and review the proposal with them and get their feedback. We then planned on holding virtual Q&A Sessions with the Community residents to hear their comments and concerns. We would then incorporate what was heard into action items for the CDC Team to consider.

In addition to the above, the CDC proposal was to be documented and distributed to all businesses along Macleod Trail between 50th Ave and 34th Ave. to make them aware of the proposal and solicit feedback.

### Tactics

1. A Zoom meeting was held with Ward 9 Councillor Carra on December 18th, 2020 to share the proposal, He was very supportive and wants to see this go ahead, as the Hotel is in his Ward.
2. A Zoom meeting was held with Ward 11 Councillor Farkas on December 16th, 2020 to share the proposal. While supportive, he did caution there might be some push back from the Community.
3. A Zoom Call was held with the Parkhill Stanley Park Community Association Board on January 8th to discuss the proposal. They also were supportive but indicated there were some in the community who would push back. The Community Association sent out 355 emails to residents advising of the CDC proposal and two upcoming Virtual Zoom Q&A sessions that they could participate in on January 21st.
4. A Zoom Call was held with the Elboya Heights - Britannia Community Association on January 19th to discuss the proposal. The Board was fully in favour of the CDC proposal. They will also be sending emails to their residents to advise of an upcoming Virtual Zoom Q&A session on February 10th.
5. On January 21st there were two Virtual Zoom Q&A sessions with the residents of Parkhill and Stanley Park. The first Meeting was from 1:00PM - 3:00PM and there were 12

attendees during the 2 hours. The second meeting was from 7:00pm - 9:00pm and there were 14 attendees during the 2 hours.

6. On February 10th there will be a Virtual Zoom Q&A session with the residents of Elboya Heights-Britannia from 7:00pm to 9:00pm.
7. A Flyer drop-off with the CDC proposal was hand delivered to 110 businesses on both sides of Macleod Trail on December 22nd, 2020. A contact name and number was on the flyer so business owners could call should they have questions. There has been no response from the business community to-date.

### **Stakeholders**

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

The Stakeholder groups the CDC connected with included:

1. Ward 9 Councillor
2. Ward 11 Councillor
3. The Parkhill Stanley Park Community Association Board
4. The Elboya Heights - Britannia Community Association Board
5. Twenty-six residents of Parkhill Stanley Park during two Virtual Zoom Q&A sessions
6. Will be connecting with residents of the Elboya Heights - Britannia during a Virtual Zoom Q&A session.
7. Business Owners and Staff along Macleod Trail

### **What did you hear?**

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

The main issues raised and ideas were:

1. Clarifying the proposal, the demographics of potential residents, the intake process used, how will safety be maintained, will the site become an eyesore.
2. Concern over the number of Care facilities in the area already, While it was explained this is Affordable Housing, they felt it still might draw undesirable homeless people into the area who could cause trouble.
3. What complaints or concerns have we had from neighbours at other other properties?
4. Are we considering what the future redevelopment and vision for Macleod Trail is?
5. Will the repurposed hotel affect the residential properties in Parkhill Staley Park?
6. Will the pedestrian access from the 39th Ave LRT to 42nd Ave through the hotel property be maintained?

### **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.

The issues raised and ideas:

1. Try to ensure a diverse mix, not just all male.
2. Ensure a Good Neighbour Agreement is developed to help work with the community on initiatives to improve the area.
3. The CDC will be maintaining the 39th Ave LRT Pedestrian Access through the property.
4. As the CDC is a sobriety-based organization, we were asked to consider adding a sober night club with activities such as pool, darts, ping pong, etc. that those in the community could also use.
5. Several items raised could enhance our operations - security personnel training

**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)

The loop with the stakeholders has not been closed, as the meetings are just taking place now. However, there were Community Association Board members on the Zoom calls and they asked the residents for feedback. They also asked for a summary document of the sessions from the CDC. That is being prepared and will be forwarded to the Community Association. Any decisions made as a result of the Outreach sessions will be shared with the Community Association who will then forward to their residents through email, Facebook or their Community Association website.

This was a very worthwhile exercise and we look forward to our last Virtual Zoom Q&A Meeting with Elboya Heights - Britannia Community Association on Feb. 10th.