



Community Outreach for Planning & Development Applicant-led Outreach Summary

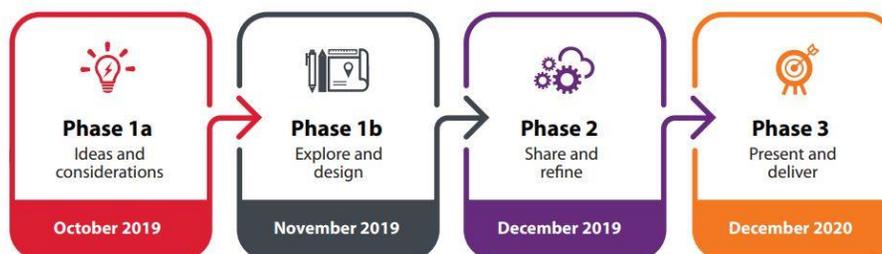
Project Name: Midfield Heights Land Use Outline Plan

Did you conduct community outreach on your application: Yes

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).

The Winston Heights Village outline planning process included three opportunities for public and stakeholder input.



In **Phase 1a**, the community was asked about strengths, weaknesses and opportunities relating to the site and surrounding neighbourhoods, and about their preferences on many different design elements including building types, neighbourhood character, and parks and open space.

Phase 1b activities included two workshops where participants worked alongside the project team to learn about, explore and collaboratively build upon different design alternatives. In Workshop #1, three different concept alternatives were presented, and participants were asked to identify what they liked and did not like about each. In Workshop #2, the project team presented a draft plan that incorporated the positive aspects of three alternatives presented in Workshop #1 and asked participants for feedback on the plan.

In **Phase 2**, the project team held a public open house where they presented an overview of the overall process to date and a summary of the various engagement activities undertaken to develop the concept plan. They presented the concept and land use plans and encouraged attendees to ask questions and share their feedback.

In **Phase 3**, the project team shared the Land Use Outline Plan as amended to reflect the direction and input received by Corporate Planning Applications Group (CPAG) and its representatives from the departments of Planning, Transportation, Development Engineering and Parks. An online survey was



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available for the community to share their thoughts and comments, and questions asked through the survey were posted and answered online throughout the engagement phase.

Similar communication tactics were used in all engagement phases to generate awareness about the opportunity to participate in the engagement process. These included:

- Engage portal page, accessed via calgary.ca/WHV and Calgary.ca/midfieldheights
- Council briefing notes
- Public email distribution list (specific to the project)
- Industry mail-outs to RE&DS distribution list
- Information provided to Community Associations
- City social media accounts
- Hand-delivered invitations to adjacent residences
- Roadside signs
- Invitations delivered to businesses along 16 Avenue N.E. to participate in Phase 1b workshops

For specific details about communication tactics and audiences, please see Attachment A.

Overall Participation Numbers

Phase	Participation*
Phase 1a	270
Phase 1b	124
Phase 2	62
Phase 3	80

**Totals include in-person participants and online submissions.*

For details on participation numbers for specific events, please see Attachment B.

Stakeholders

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

The following list of stakeholders were engaged and communicated with through all phases of the project.

Primary external stakeholders – high level of interest/impact
Adjacent and nearby homeowners and renters <ul style="list-style-type: none"> • Moncton Road N.E. • Montrose Crescent N.E. • 17 Avenue N.E. • Remington Road N.E. • Renfrew Drive N.E. • Russet Road N.E.



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Residents in Winston Heights Mountview and Renfrew
<p>Adjacent and nearby landowners and businesses</p> <ul style="list-style-type: none"> • Ambassador Motor Inn • Amber’s Family Restaurant • Dr. Vernon Fanning Centre • Renfrew Recovery Centre • The Winston Golf Club • All businesses along 16 Avenue, between Deerfoot Trail and Centre Street
<p>Adjacent and nearby schools, organizations, and public and private institutions</p> <ul style="list-style-type: none"> • AHS EMS Station 4 • Mount View School/CBE • Colonel Macleod School • St. Alphonsus School • Stew Hendry/Henry Viney Arena • Renfrew Aquatic & Recreation Centre • City of Calgary Community Recycling Depot – Renfrew
<p>Impacted community associations, groups and committees</p> <ul style="list-style-type: none"> • Winston Heights Mountview Community Association • Renfrew Community Association • North Hill Local Growth Planning (a multi-community stakeholder working group)

Secondary external stakeholders – indirectly impacted
<p>Nearby institutions</p> <ul style="list-style-type: none"> • Churches (Church of Christ Northside, Church of God, Bethel Ethiopian Life Reformation, Renfrew United) • Schools (Children’s Village School, Islamic Education Centre Masjidaldaqwaa, Alberta Chung Wah, Georges P. Vanier)
<p>Area businesses and organizations</p> <ul style="list-style-type: none"> • Mountview Apartments Community • Boys and Girls Club (731 13 Ave N.E.) • Aboriginal Standing Committee on Housing and Homelessness (Edmonton Trail N.E.) • Siksika Off-Reserve Housing Project Ltd. • Skipping Stone Foundation (108 13 Ave N.E.) • Renfrew Fifty-Plus Club • Federation of Calgary Communities • BILD Calgary
Greenview Industrial Business Improvement Area
<p>Special interest groups</p> <ul style="list-style-type: none"> • Nose Creek Watershed Partnership • Bike Calgary



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What did you hear?

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

In Phases 1a and 1b, in seeking feedback on a vision for the area, generating ideas and consolidating those ideas into a single concept plan, participants indicated that the following was important to them:

- Open space, green space and parks
- Pathways and walking trails
- Affordable and seniors housing options
- Making the escarpment accessible for all
- Protection of environmental areas
- Good pedestrian connections

The concerns we heard in Phase 1a and 1b were around:

- High density development
- Cut-through traffic and overflow parking into adjacent neighbourhoods/streets
- Additional traffic congestion resulting from commercial uses and high-density housing

A draft Concept Plan was presented in Phase 2 for feedback. While some participants were pleased with the presentation and how The City demonstrated where public input was used, some participants remained concerned about the potential for large towers and density, cut-through traffic exiting onto Moncton Road N.E. and 17 Avenue N.E. and general increased traffic in the area.

The final Land Use Outline Plan was presented to the public and stakeholders for feedback in Phase 3. The final plan incorporated changes per CPAG direction so some elements of the plan were new to the community. These elements included an additional signalized intersection along 16 Avenue N.E., changes to available park space and surface parking, and a revised internal road network.

The statistics from the online survey showed:

- 76% of respondents indicated the plan reflects or somewhat reflects the public input gathered throughout the planning process.
- 70% of respondents felt The City was able to provide enough information for them to develop an understanding of the overall planning process.
- 84% of respondents agree that the final plans align with some, if not most of the project's guiding principles as presented in Phase 1a.
- 60% of respondents stated they fully or mostly support the final Land Use Outline Plan.



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The following are common themes that emerged through the Phase 3 feedback:

- While most of the comments made about density noted that density was too high, a few participants agreed with the increased density.
- Participants felt there was insufficient parking on-site which could result in overflow parking in adjacent neighbourhoods.
- Some participants expressed dissatisfaction about the loss of park space.
- There were some concerns about the additional intersection on 16 Avenue N.E., noting its potential impact to traffic flow on 16 Avenue N.E.
- Some participants felt that Midfield Heights will help increase property values and will be a nice addition to the community.

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.

While many participants expressed concerns about increased density throughout all phases of the engagement process, the density targets were prescribed by policy. Throughout Phases 2 and 3, the following message was shared with the public and stakeholders about why the site could not be designed for lower density uses.

Restricting the site to lower density — we could not achieve this as the Municipal Development Plan, draft North Hill Communities LAP and Winston Heights Mountview ARP policies indicate this site should have a higher density and mixture of uses compared to a single-family land use.

Another primary concern expressed by stakeholders and the public throughout the engagement process included the concern about limited park space, as well as suggestions to keep the land primarily as open space. The following message was shared with participants in both Phase 2 and 3:

Turning the site into a large park and open space — the planning policy guiding documents call for a higher density and mixture of uses on this site. We are providing some large parks and open spaces within the concept plan that link to the existing surrounding green spaces and pathways.

To address the concerns about traffic cutting through the development to access Moncton Road N.E., the internal road network was designed to include traffic calming measures such as bump-outs and narrower lanes. The use of physical materials to slow and reduce cut-through traffic is also being recommended.

Pathways and walking trails were suggested in Phase 1a as an important consideration for the development. Enhanced walking and cycling connectivity has been provided via multi-use pathways along the escarpment for everyone to access and enjoy. This addresses the communities' desires expressed in Phase 1.



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A popular request was for affordable and seniors housing in the development. This has been achieved through the mix of housing types available in both rental and ownership scenarios.

Participants also expressed a desire for improved pedestrian connections to the new development and across 16 Avenue N.E. This was achieved with the addition of the new intersection to be located east of 16 Avenue N.E. and Moncton Road N.E.

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 final Land Use Outline Plan was shared with the public and stakeholders online. The information outlining what concerns the project team was able to address, and why we could not address others, was also shared. Outreach efforts included an invitation to all stakeholders and past participants to go online to view the final plan and share feedback. Additionally, a What We Heard report for the final phase was posted online.

Communications and Promotion Tracking - Winston Heights Village (Appendix A)						
Phase	Type	Audience	Delivery/ Execution	Distribution/ Execution Date(s)	# of Attendees, Participants, Touchpoints	Notes
PHASE 1A - Ideas and Considerations OCTOBER 2019	Council Briefing	Council	Email	19-Sep-19		
	Engage Portal Page - project information	Public	Online	13-Sep-19		
	Winston Heights-Mountview Community Association Board Meeting	Community members	In person	10-Sep-19		
	Bold Signs	Public, residents, road users	Road signs	17-Sep-19 to 1-Oct-2019	8 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) East Side EDMONTON TR NE; North of 5 AVE (5) North Side 13 AVE NE East of 6 ST (6) West Side RUSSET RD NE; South of 16 AVE (7) South Side 18 AVE NE; East of EDMONTON TR (8) East Side MONCTON RD NW; North of 17 AVE
	Open House Invitations - hard copy letters	Adjacent residents	Hand delivered	16-Sep-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)	17-Sep-19	Not available	
	Open House Invitations - industry mailout email	REDS industry list	Email from Project Manager (Carol-Ann Beswick)	17-Sep-19 https://secure.campaigner.com/csb/Public/show/cf3f-	Sent: 1,701 Opened: 859 (50.5%) Clicked: 109	First email sent to entire RE&DS residential/commercial distribution list in addition to WHV-specific list
	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	17-Sep-19	Not available	https://winstonheights.ca/2019/09/19/whv/
	311 Script	Public	Posted to 311 system	12-Sep-10 (Service Request #19-00821450)		

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Phase	Type	Audience	Delivery/ Execution	Distribution/ Execution Date(s)	# of Attendees, Participants, Touchpoints	Notes
	Social Media	Public	CoC Tweets (11) and Facebook posts (1) provided	17-Sep-19 to 15-Oct-19 https://www.facebook.com/124239144255718/posts/2715808655098741	38,325 impressions, 981 clicks, 18,964 reach, 40 likes, 5 angry, 6 sad, 23 shares, 73 comments.	
	Unsolicited Media Articles	Public	Calgary Herald	30-Sep-19	Not available	
			Calgary Sun	29-Sep-19	Not available	
PHASE 1B - Explore and Design	Engage Portal Page - update project information	Public	Online	Updated 3-Nov-19	Not available	
NOVEMBER 2019	Bold Signs	Public, residents, road users	Road signs	21-Oct-19 to 8-Nov-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
	Workshop Invitations - hard copy letters	Adjacent residents in Winston Heights- Mountview and Renfrew	Hand delivered	21-Oct-19	126 invitations delivered	
	Workshop Invitations - hard copy letters	Owners and employees of businesses along 16th Avenue N.E. from Deerfoot Trail to Centre	Hand delivered by AdCo delivery	31-Oct-19	99 invitations delivered	
	Workshop Invitations - email	Nearby businesses, organizations, and individuals who opted in for project emails and	Email from Project Manager (Carol-Ann Beswick)	21-Oct-19	Not available	

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	Workshop Invitations - industry mailout email	REDS industry list	Email from Project Manager (Carol-Ann Beswick)	21-Oct-19 https://secure.campaigner.com/csb/Public/show/cf3f-1ckrqm--mjjnx-8nlyij53	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 https://secure.campaigner.com/csb/Public/show/cf3f-1j34sd--nfmcy-8nlyij54	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 https://www.facebook.com/124239144255718/posts/2715836041762669	41,034 impressions, 21,352 reach, 1151 clicks, 37 likes, 2 loves, 4 wow, 15 shares, 45 comments.	
				Oct 28 - Nov 7 https://www.facebook.com/124239144255718/posts/2816857668327172	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	Global	4-Nov-19	Not available	

Communications and Promotion Tracking - Winston Heights Village (Appendix A)						
Phase	Type	Audience	Delivery/ Execution	Distribution/ Execution Date(s)	# of Attendees, Participants, Touchpoints	Notes
Phase 2 - Share and Refine DECEMBER 2019	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 https://secure.campaigner.com/csb/Public/show/cf3f-1jwtez--nj4dc-8nlyij50	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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Phase	Type	Audience	Delivery/ Execution	Distribution/ Execution Date(s)	# of Attendees, Participants, Touchpoints	Notes
	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	
Phase 3 - Present and Deliver	Council Briefing	Council	Email	Completed by City		
DECEMBER 2020 - JANUARY 2021	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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Phase	Type	Audience	Delivery/ Execution	Distribution/ Execution Date(s)	# of Attendees, Participants, Touchpoints	Notes
	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>The activities in this phase sought input and/or feedback on:</p> <ul style="list-style-type: none"> - Public goals/evaluation criteria that are important to participants - Stakeholder and public aspirations, preferences, priorities and ideas for the site - Any current and/or potential issues, opportunities and concerns - Multiple urban design elements, including building styles, streetscapes and park amenities <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>Workshop #1 - November 4, 2019 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"> - The positive aspects of each alternative, considering design principles such as walkability and urban character - The negative aspects of each alternative, considering design principles such as walkability and urban character - Additional elements that should be considered for each alternative <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>Workshop #2 - November 7, 2019 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			

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