

# Engagement Summary Report

## Stakeholder and public engagement for the Centre City Plan Refresh / Calgary's Greater Downtown Plan

### Overview

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The City of Calgary started conducting engagement in 2018 for the project to replace the Centre City Plan, now referred to as Calgary's Greater Downtown Plan. The project embraced a collaborative approach guided by a Technical Advisory Committee, a Management Steering Committee and frequent involvement of key stakeholders. Engagement targeted key stakeholders, Calgarians passionate about downtown and internal stakeholders.

The Greater Downtown Plan project team met with 535 different people in-person and 300 virtually who offered their time, expertise and hopes for the future of downtown through 16 formal engagement sessions and many more informal meetings. More than 990 people completed online surveys. To ensure widespread and inclusive participation in developing this Plan, public outreach included standard outreach with a website, an email list and Facebook and Twitter posts as well as targeted outreach for Chinese-speaking residents. In total, the engagement process for this project engaged over 1,500 people.

### Downtown Strategy discussions

Through the Downtown Strategy working group discussions regarding Greater Downtown were ongoing with Community and Business Associations, Civic Partners, local leaders, institutions, developers, architects and downtown advocates. These conversations presented opportunities to have honest conversations about the challenges and future of downtown.

### Technical Advisory Committee (TAC)

The project team assembled a TAC team comprised of members across City departments and key external stakeholders to meet on a regular basis. The role of the TAC team was to help guide review and development of the Plan as well to support during engagement events.

### Cross-corporate Manager Steering Committee

Once a proposed draft Plan was prepared, a new project structure was put in place with a cross-corporate manager steering committee. The reason for this new structure was to have a quality assurance process in place to ensure an increasing amount of certainty and ownership over the content and document. Creation of the multi-departmental Steering Committee was also to oversee reviews, edits and decisions relating to the draft document. The visionary nature of the Plan highlighted differences in priorities between different departments and the need for a multi-departmental Steering Committee of decision-makers to fill this role.

### Website

Calgary's Greater Downtown Plan website ([calgary.ca/greaterdowntownplan](https://calgary.ca/greaterdowntownplan)) served as the online home for the duration of the project. The website was kept current with background information, opportunities to get involved, results from engagement and key milestone dates. There was also a link to sign-up for a mailing list to receive project updates.

## Online engagement

The online engagement webpage received 9859 views and 1036 contributions of feedback. Activities took place in two forms. The first “social map” allowed participants to identify likes and dislikes about the current Centre City by marking locations and comments on a map. The second social map allowed participants to identify locations of hopes and fears for the future of Centre City. Feedback helped the team to identify values, aspirations and concerns for the area.

## Key stakeholder and public workshops

Engagement for Calgary’s Greater Downtown Plan convened at the historic St. Louis Hotel in East Village for three three-hour sessions — two in the morning and one in the evening — to provide information through story boards and a presentation followed by facilitated activities with subject matter experts.

All workshops required an RSVP to ensure appropriate participation numbers of 60–80. This technique worked well and allowed us to provide important information and reading materials ahead of time. The workshops covered Plan vision, principles, big ideas, issues and actions.

In total 155 people participated by providing meaningful discussion, comments and ideas.

## Pop-up engagements

At each pop-up event, a table was set up with a large map of Greater Downtown. Participants were asked to identify ideas and opportunities on the map, as well as major issues that could be addressed. This activity was well received as the map made it a tangible activity for a pop-up. For the second activity, participants could review the principles of the Plan. This activity was not received as enthusiastically due to the quick-stop nature of the pop-up engagement. Pop-up events gained feedback from 180 people across the Greater Downtown.

## Focused workshops

Focused stakeholder workshops were held to dive deeper into specific subjects, including:

- Parks
- Inclusive, caring and safe
- Culture and activity
- Transportation
- Economic and climate resilience
- Placemaking

Workshops were attended by a total of 200 people representing internal City departments and external stakeholder groups.

These workshops each began with a 30-minute presentation, which set the foundation for the rest of the workshops. The presentations provided subject matter information accompanied by a more detailed briefing document.

The table activities focused on goals for the subjects. They explored whether these goals were realistic and how they could be implemented.

The events finished with a report back from participants and comments regarding next steps.

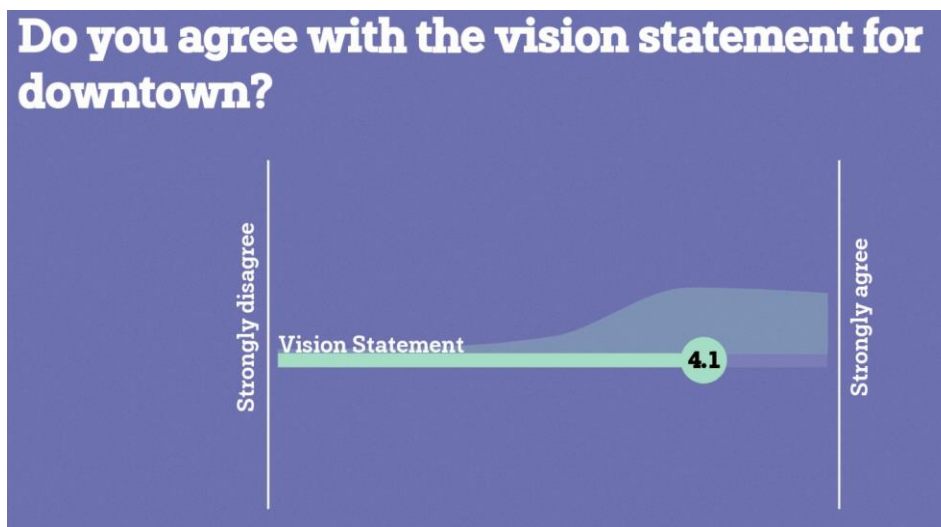
## Final information session

In 2021 January 20 The City hosted a live virtual event in which key elements of the proposed draft Plan were presented to key stakeholders and the public at large. This online event was attended by close to 300 participants. The focus of this information session was to share Calgary's Greater Downtown Plan vision, principles and actions within the Plan.

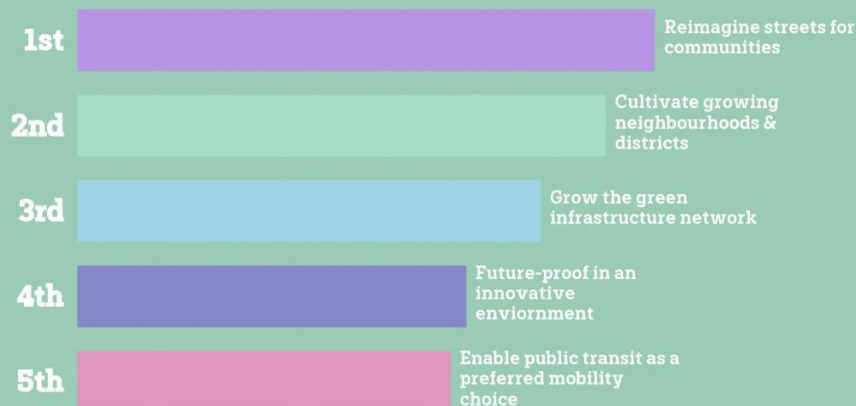
Within the presentation an online tool was used to collect some feedback on areas such as the vision statement and the big moves.

The focus of this information session was to share the Downtown Strategy Vision and the Principles within the plan.

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## Which big moves/ideas do you feel are the most important?



## Summary of Stakeholder metrics

Over the duration of the entire project and throughout each phase of engagement a diverse range of stakeholders had their say on downtown that informed Calgary's Greater Downtown Plan. A high-level overview of engagement reveals:

- The online engagement webpage received 9859 views and 1036 contributions of feedback.
- Workshops were attended by a total of 355 people representing 36 internal City departments and 18 external stakeholder groups.
- Pop-up events gained feedback from 180 people across Greater Downtown.
- The live virtual event to share Plan details was attended by 300 participants.

The following stakeholder groups were engaged (This list is not exhaustive):

- Civic Partners (as defined by The City)
- Land and business owners in Greater Downtown
- Calgary Municipal Land Corporation (CMLC)
- University of Calgary
- Calgary TELUS Convention Centre
- Calgary Economic Development
- Industry Stakeholders such as BILD Calgary Region, Urban Land Institute.
- Community Associations and Business Improvement Areas
- Internal City of Calgary departments such as the Indigenous Relations Office
- Council
- Calgary Planning Commission

- Other organization such as the Women's Centre of Calgary, Alpha House, National Music Centre, and Contemporary Calgary.

The table below provides more details on the number of people engaged.

Subject	Event	Event location	Date	Participation
Values, aspirations and concerns	Online engagement	Online	2018 August 20 to 2018 September 10	769 comments received
Vision and principles Big ideas, issues, and actions	Key stakeholder workshop #1	St. Louis Hotel	2018 September 12 from 9:00 a.m. – 12:00 p.m.	70 participants
	Key stakeholder workshop #2	St. Louis Hotel	2018 September 25 from 9:00 a.m. – 12:00 p.m.	50 participants
	Public workshop	St Louis Hotel	2018 September 26 from 6:00 p.m. – 9:00 p.m.	35 participants
	Pop-up engagement #1: Eau Claire	Eau Claire YMCA plaza	2018 September 19, 2018 from 11:30 a.m. – 1:30 p.m.	22 participants
	Pop-up engagement #2: East Village	East Village Riverwalk	2018 September 29 from 11:00 a.m. – 1:00 p.m.	10 participants
	Pop-up engagement #3: Downtown commercial core	Bow Valley College	2018 October 4 from 11:30 a.m. – 2:00 p.m.	38 participants
	Pop-up engagement #4: Beltline	Community Natural Foods, 1304 10 Ave S.W.	2018 October 4 from 4:30 p.m. – 6:30 p.m.	32 participants
	Pop-up engagement #5: Downtown West	Kerby Centre Lobby, 1133 7 Ave S.W.	2018 October 11, 2018 from 4:30 p.m. – 6:30 p.m.	7 participants
	Pop-up engagement #6: Chinatown	Chinatown, S.E. corner of 302 Centre Street S.	2018 October 16 from 11:30 a.m. – 1:30 p.m.	71 participants
	Online engagement	Online	2018 September 28 to 2018 October 18	224 comments received

Review proposed goals, strategic moves and initiatives	Parks Focused Workshop	Kathy Dietrich Collaboration Space, Municipal Building	2019 March 20	25 attendees in total
Review proposed goals, strategic moves and initiatives	Inclusive, caring and safe Focused Workshop	Kathy Dietrich Collaboration Space, Municipal Building	2019 April 10	32 attendees in total
Review proposed goals, strategic moves and initiatives	Culture and Activity Focused Workshop	Municipal Bldg (800 Macleod Tr. SE) - 5th Floor - Team Rms 3 & 4	2019 May 2	41 attendees in total
Review proposed goals, strategic moves and initiatives	Transportation Focused Workshop	Municipal Bldg (800 Macleod Tr. SE) - 5th Floor - Team Rms 3 & 4	2019 May 29	26 attendees in total
Review proposed goals, strategic moves and initiatives	Economic and climate resilience Focused Workshop	Terrace View Room, 5th floor, 136 8th Ave SE Global Business Centre (Convention Centre North Building entrance)	2019 June 12	30 attendees in total
Review proposed goals, strategic moves and initiatives	Placemaking Focused Workshop	616 – Macleod Trail SE, Main Floor, City Building Design Lab, School of Architecture, Planning and Landscape, University of Calgary (old Central	2019 June 26	46 attendees in total

		Library location)		
Shared Calgary's Greater Downtown Plan vision, principles and actions.	Information sharing session	Live virtual event	2021 January 20	300 participants

## Next Steps

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In Q2 of 2021 the draft plan will be presented to the Standing Policy Committee on Planning and Urban Development. The plan will then be presented to Council for final approval after that point.