

# Engagement Details

Administration considered various ways to gather information for the response to Council's direction coming out of the 2021 March 22 Combined meeting of Council. Given restrictions on accessing personal information collected as part of the public hearing process, due to the Freedom of Information and Protection of Privacy Act, Administration began by compiling a list of speakers and their affiliations from the Council minutes and public submission attachments. For all participants of the public hearing who indicated a connection to either a community association, organization or any searchable entity, Administration publicly searched for their contact information. These individuals were sent information regarding signing up to attend four sessions held by Administration in April. Other participants were informed by word of mouth or contact with Councillors.

## Who?

Administration did not advertise these events as Council's direction was clear – to engage, as needed, with the participants of the public hearing. Public engagement sessions were not in-scope of the direction that Council gave. The general public has varying degrees of accurate information on the Guidebook, and therefore, engaging with them on the public hearing discussion would not have been feasible.

## When?

Administration held four events on 2021 April 14, 15, 16 and 20. Administration also held a fifth event for community leaders on 2021 April 20. In addition, Administration engaged stakeholders from the Multi-Stakeholder Working Group – a group of stakeholders involved in the creation and on-going iterations of the Guidebook development – on 2021 April 19, as well as members of the development industry on 2021 April 15. Many stakeholders in the two former groups were involved with the discussion at the public hearing, while some were not able to attend but were informed about the discussion. Generally, the format of these events was well received, with many participants expressing their gratitude for the opportunity.

On 2021 April 29, Administration held an information session to report back on what had been heard during the public hearing and the engagement events, how Administration had used the information, and what amendments would be proposed along with the rationale for those amendments. Given the general interest of the Guidebook, this session was open to the public. Participants listed above were invited to the session directly. Given the amount of people anticipated to attend this event, this was an “inform” event where there was no debate or questions.

## What?

The intention of these events was to ensure that Administration had compiled an accurate account of the themes, statements, and proposals made to Council through the public hearing. These events were not intended to workshop proposed amendments, or to come to an agreement on what amendments were needed. The information collected, informed the recommended amendments found in Attachment 3 of this report. Administration was seeking to

get clarity on both the concerns as well as the desired outcomes. The information collected related to the underlying need of why participants had concerns and what outcomes they were seeking. These events allowed Administration to have an informed process when developing amendments.

## Details from the Public Hearing of Council

The following are some details about participants of the public hearing and the 2021 April engagement events which may inform the understanding of the contents contained in Administration's Supplementary What We Heard report. Over 3,000 members of the public that were engaged over the past three years were not re-engaged unless they were part of the public hearing process, part of the Multi-Stakeholder Working Group, or members of the development industry. To that end, Council has to weigh the input from a relatively small amount of people compared to the thousands engaged by Administration since 2016.

One of the major topics Administration heard through 2021 April engagement events was around the need for Council to listen not just to those individuals speaking at the public hearing, but also to acknowledge that many of the people involved in the creation of the Guidebook over the past number of years were not able to attend the public hearing. There was an acknowledgement that attending and presenting (and even submitting written feedback) at the public hearing is a privilege, one that a large part of stakeholders do not have. Many of the participants at the engagement events expressed concern that Council was only listening to the loudest voices at Council, those of privilege, rather than acknowledging the work and effort of the diverse group of stakeholders that have been involved in the creation of the Guidebook.

Below is the information about who presented at the Public Hearing, the ward they represent, and their stance on the approval of the Guidebook. Some speakers, both for and against the Guidebook, had requests for potential amendments; therefore, they have been grouped based on their expressed side only. Overall, 38% of the participants were in favour of the approval of the Guidebook with 62% of participants against approval of the Guidebook. There were no speakers from wards 1,2,3,5,10 or 12.

Table 1: Public Hearing Speakers by Ward

Ward	% of public speakers	% For	% Against
4	2%	1%	1%
6	2%	1%	1%
7	15%	40%	60%
8	10%	38%	62%
9	7%	33%	66%
11	37%	18%	82%
13	1%	100%	0%
14	1%	0%	100%
Undeclared	16%	50%	50%
Affiliated with an organization	9%	100%	0%

## Engagement Since 2016

Administration has a record of all engagement over the past five years, whether directly on the Guidebook or through local area plan events and other related projects. The map below (Map 1: Guidebook Engagement Since 2016) shows where Administration has engaged with the majority of individuals since 2016. Over 3,000 individuals have been engaged on the project since 2019.

This includes community associations and individual Calgarians that participated in the process. Some engagement events, such as the New Central Public Library display, home shows, and other general engagements did not track in which community participants resided, however they were available to Calgarians throughout the city.

Map 1: Guidebook Engagement Since 2016

