

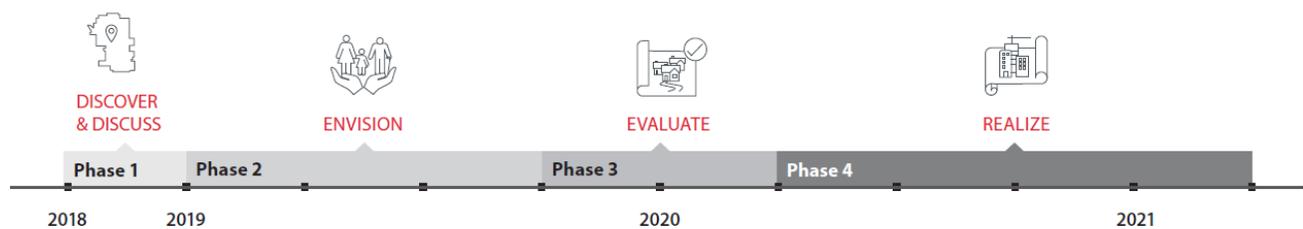
## Summary of Project Engagement



# Creating the North Hill Communities Local Area Plan

Since 2018, community members, local business owners and other stakeholders have been involved in the creation and refinement of the North Hill Communities Local Area Plan through a four-phased engagement program.

## Engagement Timeline



## Engagement Summary



### 61 in-person and virtual engagement events

Including working group sessions, pop-ups, community association meetings, local project tradeshow, plan review sessions, workshops, and youth engagement.



### 20,000+ people engaged

Number of people who got involved online and in-person.



### 800,000+ advertisement impressions

Number of times an advertisement or other form of media was viewed, based on publication circulation and devices reached.



### 7,000+ ideas and contributions

The number of individual ideas and comments collected.



## Phase 1 DISCOVER & DISCUSS

FALL 2018

Learn about the project.  
Share and discuss what  
you love about the area.

- **300,000+ advertisement reach / impressions**  
Based on publication circulation and devices reached.
- **6,300+ individuals involved**  
Online or in-person.
- **1,300+ contributions received**
- **32 multi-stakeholder working group members**  
10 representatives from the area community associations and business improvement areas, 3 development industry representatives and 19 members from the general community.
- **26 days of online engagement**
- **18 in-person engagement sessions**  
Pop-up events at high-traffic locations in the area including: Beacon Heights Safeway, North Hill Co-op, Mount Pleasant Sportsplex & Renfrew Recreation and Aquatic Facility, as well as multiple sessions with the multi-stakeholder working group and local community associations.



## Phase 2 ENVISION

WINTER-FALL 2019

Discuss how the area could  
evolve and the future  
vision for growth.

- **800,000+ advertisement reach / impressions**  
Based on publication circulation and devices reached.
- **4,600+ individuals involved**  
Online or in-person.
- **2,800+ contributions received**
- **27 days of online engagement**
- **20 in-person engagement sessions**  
Tradeshow-style event with other local area projects at James Fowler High School, workshops with business owners / land owners from local main streets and the Greenview Industrial area, two workshops with the multi-stakeholder working group, multiple pop-up engagement sessions at the Thorncliffe-Greenview Community Association, Winston Heights Family Day, Central Landmark Chinese Market, Renfrew Recreation Centre, SAIT, bus stop at Centre Street & 18 Ave North, and Lina's Italian Market.



### Phase 3 EVALUATE

FALL 2019 - WINTER 2020

Explore, evaluate and refine key topics.

- **100,000+ advertisement reach / impressions**  
Based on publication circulation and devices reached.
- **3,950 individuals involved**  
Online or in-person.
- **2,700 contributions received**
- **13 in-person engagement sessions**  
Two open houses at the Renfrew Community Association and Highland Park Community Association, workshops with business owners and landowners from local main streets and the Greenview Industrial area, workshop with members of the development industry, three workshops with the multi-community working group, two sessions for community associations in the plan area, engagement with the grade 6 class at Rosedale School, pop-ups at the Mount Pleasant Stampede Breakfast and Highland Park Stampede BBQ.



### Phase 4 REALIZE

SPRING 2020 - SPRING 2021

Create and share the proposed local area plan. City Council review and decision.

- **117,000+ advertisement reach / impressions**  
Based on publication circulation and devices reached.
- **8,100+ individuals involved**  
Online or in-person.
- **200+ contributions received**
- **7 engagement sessions**  
Focused on Council-directed refinements to the Plan.
- **2 information sessions**
- **4 opportunities for public input**  
at the Planning and Urban Development Committee. Three North Hill & the Guide combined Committee meetings (March 4, 2020, Jan. 13, 2021, Feb. 3, 2021) and one Guide-specific meeting (May 5, 2021).
- **1 Public Hearing of Council**  
Public Hearing for North Hill Communities Local Area Plan & the Guide March 22-24. Over 130 citizens provided feedback directly, with 24 people speaking specifically to the North Hill Communities Local Area Plan. Additional input was also received through written submissions.



## How did people hear about the engagement opportunities?

- **Direct mail** – Two mail outs with information about the project, information about upcoming engagement opportunities, and information about how to stay connected to the project.
- **Letters** – Mailed letters to Main Streets and Greenview Industrial business and commercial landowners for targeted workshops.
- **Road signs** – Large format road signs at high-traffic intersections throughout the plan area.
- **Social media** – Multiple paid social media advertisement campaigns on Facebook and Twitter.
- **News coverage** – Global, CTV, CBC news, Country 105 radio and Livewire Calgary.
- **Digital ads** – Digital advertisements on websites people visit while in the plan area.
- **Translated advertisements** – Simplified and traditional Chinese in Sing Tao and Trend Weekly newspapers.
- **Information boards & posters** – Large format informational boards and posters at high-traffic community destinations and seniors housing facilities.
- **Newsletter and articles** – Community association newsletter advertisements and news articles.
- **Councillor updates** – Councillor email updates and social media posts.
- **Email updates** – North Hill Communities subscriber list.

Thank you to everyone who participated. Input provided by citizens and stakeholders helped the project team understand people's perspectives, opinions, and concerns and helped influence and inform the creation and refinement of the North Hill Communities Local Area Plan.

Detailed engagement reports can be found at [calgary.ca/NorthHill](https://calgary.ca/NorthHill)