

Applicant Outreach Summary



Community Outreach on Planning & Development Applicant-led Outreach Summary

Please complete this form and include with your application submission.

Project name: Dual Street Name in Montgomery (Ward 7) for Bowness Road, NW

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

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

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)

Several days through July and August of 2020, Montgomery Community Association volunteers completed community outreach. The volunteers acquired comments and answered questions from residents and businesses located on Bowness Road. The results was overwhelming support for secondary naming, and a majority of residents were engaged with.

The Montgomery Business Improvement Area group communicated this information to their businesses via electronic communication and urged them to reach out to the Montgomery Community Association with any comments or questions.

Stakeholders

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

The Montgomery Community Association lead this initiative with some support from the Montgomery Business Improvement Area group

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What did you hear?

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

The largest concern was the cost associated with changing the name of the road.

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 main concern of residents and business owners was address and solved by the Montgomery Community Association pivoting to secondary naming instead of apply for a name change.

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 Montgomery Community Association's Planning Committee has taken on this project and by doing so has been communicating updates on decisions and the application process to community members via monthly meetings that are open to all residents and interested parties.

Furthermore, this information is communicated to the Montgomery Business Improvement area group who communicates this information to the businesses.

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