

Applicant Outreach Summary

PROJECT NAME: Osprey Hill Outline Plan and Land Use Redesignation

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)

AVI Land Corporation is committed to ensuring stakeholders and community members have access to timely information about the proposed development and opportunity to provide feedback to the project team. The following is a timeline and overview of the outreach strategy:

- July 2019: Notification to adjacent landowners
- August 15, 2019: Property notice posting
- August 19, 2019: Presentation to Crestmont Community Association
- August 21, 2019: Presentation to Valley Ridge Community Association
- December 17, 2019: Circulation of sanitary servicing study to neighbouring property owners

Due to the COVID-19 and regulations around social distancing, the project team was unable to host an in-person public engagement event. A project website, online survey and project promotions were used to raise awareness and collect feedback from stakeholders and the public at large.

- August 24, 2020: Project website went live to share updates and engagement details with stakeholders (www.ospreyhill.ca)
- September 22, 2020: Project email update and meeting request to Crestmont and Valley Ridge Community Association
- September 22, 2020: Project email update and correspondence with adjacent landowners
- September 22 - October 25, 2020: Online survey available on project website
- September 24 - October 25, 2020: Road signs in Valley Ridge and Crestmont to advertise online engagement
- September 22 - October 25: Facebook geotargeted advertisements to advertise project website and online survey
- November 2020: Engagement summary posted on project website and distributed to stakeholders

Outreach Outcomes:

1,400 website views, two direct emails from adjacent businesses, four direct emails with online survey respondents, two letters of support received by adjacent businesses, 48 completed online surveys and 25 project email subscribers.

STAKEHOLDERS

Who did you connect with in your outreach program? List all stakeholder groups you connected with.

- Crestmont Community Association
- Valley Ridge Community Association
- Adjacent landowners / businesses (Calgary Climbing Centre, Chinook Winds Adventist Academy, Burnco, Victory Village, Shape and Loblaws)
- Valley Ridge residents
- Crestmont residents
- Councillor Sutherland

WHAT DID YOU HEAR?

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

The following is a high level summary of what we heard through our engagement program, separated into themes. A full Engagement Summary has been provided with our application.

Transportation

- Questions regarding access, additional traffic volume and congestion
- Majority of survey responses would support 1st Avenue as an all-access route to Winsport, complete with services
- Traffic flow concerns during construction
- Questions regarding where the new community's entrance/exit would be located

Residential Development

- Questions regarding what kind of homes will be built
- Questions regarding proposed density, price of housing, when houses will be available for sale
- Questions regarding the rationale for building more homes/subdivisions

Commercial/Recreational/School Offerings

- Questions about whether commercial/shopping spaces are planned in the new community
- Questions about which schools students will attend
- Questions about amenities and benefits to the existing communities

Servicing

- Questions about water/wastewater
- Question about who pays for upgrades to City servicing
- Question about servicing being tied into existing neighbourhoods

Environment & Greenspace

- Support for the preservation of green space and natural areas
- Support for housing options and location in proximity of mountains/transportation
- Concern with displacing the campground with development
- Suggestion to let the land return to its natural condition / concern with destruction of natural environment

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.

After meeting with the Valley Ridge and Crestmont Community Associations in August 2019, AVI, as requested, distributed the sanitary servicing study to neighbouring property owners to alleviate their concerns about servicing.

All questions and comments collected through the online survey, telephone and email correspondence with neighbours and community members were documented and responses were provided within the Engagement Summary, which was submitted to the City of Calgary. Majority of the survey responses were questions seeking clarity on transportation, housing types, plans for the campground, servicing, commercial spaces and schools. The project team provided a response to every single question or comment received within the Engagement Summary.

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).

A project website was developed to share information and keep all stakeholders informed throughout the project. Community members could also join the email subscriber list to receive updates throughout the project.

Once public engagement was complete, the Engagement Summary was posted on the project website and emailed to the subscriber list, Valley Ridge Community Association, Crestmont Community Association and Councillor Sutherland.

The website has been updated, informing the public of pending CPC and Council dates.