

Winter City Strategy Engagement Summary

Internal and external engagement was conducted to inform the strategy's vision, outcomes, goals and actions.

What	Who	Objectives	When
Engagement			
Internal Stakeholder Workshop	Representatives (24) from The Office of the Mayor, Ward 3 and 8 Offices, Calgary Recreation, Calgary Parks, Calgary Community Standards, Calgary Neighbourhoods, Calgary Transit, Transportation Planning, Calgary Roads, Community Planning, Urban Initiatives and Customer Service and Communications	Identify issues, opportunities and external stakeholders to include	Jun. 2020
Citizen's View Panel Survey	1,284 respondents	Gather opinions to inform the development of the strategy and gain insight regarding citizen's behaviour, expectations and preferences related to winter activities	Nov. 2020
Citizen's Perspective Survey	500 respondents	Gauge awareness of winter activities and gather opinions on ideas to be a better winter city	Feb. 2021
Internal Stakeholder Workshops	Representatives (33) from The Office of the Mayor, Indigenous Relations Office, Calgary Recreation, Calgary Parks, Calgary Community Standards, Calgary Neighbourhoods, Calgary Transit, Transportation Planning, Calgary Roads, Community Planning, Urban Initiatives and Customer Service and Communications	Review and validate the strategy's vision, mandate and framework and identify actions to achieve the strategy goals	May 2021
External Stakeholder Workshops	Representatives (29) from the Government of Alberta, Travel Alberta, Civic Partners, Calgary Hotel Association, Calgary Stampede, Federation of Community Associations, Alberta Liquor, Gaming and Cannabis, University of Calgary, Telus Convention Centre, Fort Calgary, Studio Bell, Arts Common, Contemporary Calgary, Outdoor Council of Canada, Calgary Parks Foundation, and 12 Greater	Review and validate the strategy's vision, mandate and framework and identify actions to achieve the strategy goals	May 2021

What	Who	Objectives	When
	Downtown and other Business Improvement Areas		
Action Priority Survey	38 respondents from the Internal and External workshop participants	Prioritize the actions	Jun. 2021
Communications			
"Love Winter" Marketing Campaign	General Public	Provide information about city-wide winter activities	Feb. 2021