

Impact Mitigation Pilots

Four initial mitigation tactics were developed to address some of the concerns identified through engagement and internal reviews. As Administration continues to further investigate event impact mitigation measures, the below tactics will need to be evaluated to determine how effective they've been and validate their inclusion in the event response plan.

Community Signage

Description:

Humor based signage was developed and placed in communities surrounding major events in an effort to encourage event attendees and surrounding participants to consider and encourage good neighbour behaviors. It is believed that when utilizing a humor-based approach, messages are captured and retained more easily. Through installation of signage adjacent to areas of concern, the signage provides a fun way to connect with individuals, who may already be in a state of revelry, to think twice before acting in an inappropriate manner and serve as a reminder to the community that events are coming/occurring.



Specific Actions:

Community signage, representing the four key concerns identified through our engagement (noise, parking, garbage and public urination), were developed. A total of 12 signs were printed and strategically deployed on sandwich boards around Elliston Park and Fort Calgary in advance of Globalfest (August 18 – 27, 2022) and Country Thunder (August 19 – 21, 2022). The awareness and effectiveness will be explored both internally and externally with our community partners.

Taxi and Rideshare Zones

Description:

To support the movement of people to and from the major event sites, Administration looked at the value of establishing semi-permanent taxi and ride share zones adjacent to major event sites and the supports required to ensure they are effectively used. The flow of pedestrians is an important element to mitigating impacts in communities particularly at the end of an event when the audience leaves all at once. By establishing consistent messaging in conjunction with established locations for taxis and rideshares, habits begin to form for event patrons to know where to regularly look for these transportation methods and will encourage them to begin utilizing other sources of transportation with greater ease and comfort.

To support more friendly environmental practices, efforts can be made to reduce the number of vehicles on the roads by providing helpful information regarding what options are available. This can include a collaborated approach that identifies the nearest transit access, cycling and pedestrian corridors as well as the drop off and pick up locations for taxis and rideshare vehicles that are already occupying city streets.

In establishing the taxi/rideshare locations, several considerations were made:

- Access/egress points are for the venue to determine pedestrian flow
- Roadway systems to manage the flow of traffic in conjunction with an increase in pedestrian movement
- Temporary infrastructure, such as eye-catching signage and wayfinding methods, is needed to guide patrons, who may not be familiar with the area
- Construction impacts that may require relocation from time to time

Specific Actions:

In consultation with Mobility, Calgary Parking Authority and Public Vehicle Standards, a review of historical heat map data from of 26 major events in 2019 was conducted to determine whether a taxi or rideshare stand was warranted and to identify the optimal location to serve the most event patrons. A review of current downtown taxi and rideshare locations is upcoming to determine the effectiveness of the existing locations and explore the need for changes.

Event Notification Tool Kit

Description:

The event notification tool kit is for event organizers and can be expanded to include the methods and tactics needed on a scalable basis, based on size and scope of event, location and other contributing factors that may prove necessary to daylight or mitigate (e.g. hours of operation, potential attendance, road closures, event organizer contact details for concerns or issues, etc) and would be mailed out to residents within a one block radius of an event or road closure.

Specific Actions:

A review of best practices, both internally and from event organizers that have shown to be effective at communicating with communities, was conducted to assist in the creation of a scalable template that would provide nearby residents with important event related information. The tool kit has been developed and will be implemented in 2023.

Eventful City Environmental Microgrant**Description:**

The reduction of service availability and increasing costs resulted in an emerging trend of poor waste management at festival and event sites in 2022. As one of the top issues identified by communities surrounding major events, Administration is piloting an initiative to support event organizers and improve waste collection at events to keep waste from ending up in the community and waterways. Following this one-year pilot, the effectiveness of this initiative at keeping garbage out of the community will need to be assessed and if required, additional community supports may be explored.

Specific Actions:

A one-time micro grant totalling \$75,000 has been developed to support waste management for events, allowing a subsidy of up to \$4,500 per eligible applicant. Funding will only be provided for invoiced expenses incurred by non-profit festivals and events specific to waste management. Applicants are required to submit a post-event report and the data collected will further inform the effectiveness of the initiative.