

# Summary of Inform Efforts Between Infrastructure and Planning Committee PC (Sept. 9) and Council (Oct. 4)

## Actions to Raise Calgarians' Awareness and Understanding

At the 9 September 2022 Infrastructure and Planning Committee (IPC) Administration presented changes to Land Use Bylaw 1P2007 to address a Motion Arising regarding residential development using direct control districts, as outlined in IP2022-0989. Committee asked Administration to strive to provide Calgarians with more information and opportunities to better understand the proposal prior to the Public Hearing at Council on 4 October 2022. The goals were to:

- **Inform Calgarians** about proposed land use bylaw changes and how they will provide more housing choice in Calgary, where the new homes may be built and how they will fit in with the community.
- **Increase understanding** of how land use redesignation and development permit decisions are made and the land use decision making process for the proposed Housing-Grade Oriented (H-GO) district.
- **Increase awareness** of opportunities for public input on land use and development decisions, including how to submit comments for the Public Hearing at Council on the proposed land use bylaw changes.

## Actions Taken by Administration From 15 September to 27 September 2022

- **Federation of Calgary Communities:**
  - City planners met with the Federation of Calgary Communities Urban Planning Committee on 20 September 2022 to answer questions from Community Association planning representatives.
  - An additional question and answer session was hosted by the Federation of Calgary Communities' Planning Coordinator where city planners answered questions from the community.
  - The Q&A video was shared on YouTube, by the Federation and on [Calgary.ca/HousingChoice](https://calgary.ca/HousingChoice).
- **Online:** An "Ask Me Anything" session was hosted on Reddit in the [r/Calgary](https://www.reddit.com/r/Calgary) subreddit to give Calgarians the chance to ask city planners questions about the proposed changes and have them answered in real time.
- **Online media:** City of Calgary social media posts, a Newsroom article and a Dispatch article provided an outline of the proposed changes and directed people to [Calgary.ca/HousingChoice](https://calgary.ca/HousingChoice) for more information.
- **Mail-outs:**
  - Approximately 6000 legal notification letters were mailed out on 12 September 2022 to Residential-Grade-Oriented Infill parcel owners and adjacent owners to explain the changes proposed.
  - An additional pamphlet was mailed out on 22 September 2022 to Residential-Grade-Oriented Infill parcel owners and adjacent owners to explain the proposed changes in detail and in plain language.
- **Website:**
  - [Calgary.ca/HousingChoice](https://calgary.ca/HousingChoice) was updated with additional clarifying information and specific details to complement Residential-Grade-Oriented Infill notification letters.
  - A comment form was added to [Calgary.ca/HousingChoice](https://calgary.ca/HousingChoice) to collect feedback and questions from Calgarians on the proposed changes.
- **Newspaper:** Advertising of the details of the proposed changes and the date of the Public Hearing at Council ran in the Calgary Herald on 15 September and 22 September 2022.

- **Planning service desk:** Information on the proposed changes was shared with planning and development customer service staff so they could effectively answer questions from the public through LiveChat, the in-person service counter, email and the Planning and Development Services call centre.

### Summary of Themes

The following table provides an overview of the themes Calgarians wanted more information about.

Theme	Questions from Calgarians (Sources)
Housing-Grade Oriented (H-GO) district details	<ul style="list-style-type: none"> <li>• What is the Housing-Grade-Oriented (H-GO) district?</li> <li>• What does the use "Dwelling Unit" mean for future types of development?</li> <li>• Where does H-GO go?</li> <li>• Why is H-GO limited to the Centre and Inner City?</li> </ul>
Proposed Residential-Grade-Oriented Infill (R-CG) land use bylaw changes <div data-bbox="310 955 750 1255" style="border: 1px solid black; padding: 5px; margin: 10px auto; width: fit-content;"> <p style="text-align: center;">CITY OF CALGARY <b>RECEIVED</b> IN COUNCIL CHAMBER</p> <p style="text-align: center;">OCT 04 2022</p> <p>ITEM: <u>#8.2.1 IP2022-0989</u> <u>Distribution</u></p> <p style="text-align: center;">CITY CLERK'S DEPARTMENT</p> </div>	<ul style="list-style-type: none"> <li>• R-CG district – Why are you changing some of the rules?</li> <li>• Why did a I get a letter and are you redesignating my property?</li> <li>• Can you still build single-detached homes in Inner City neighbourhoods?</li> <li>• Why are changes limited to the R-CG district and not all low-density residential districts?</li> <li>• Why are midblock rowhouses being enabled?</li> </ul>
Reducing parking requirements	<ul style="list-style-type: none"> <li>• Parking – what's changed, what hasn't and why?</li> <li>• Will reduced parking requirements make street parking harder to find?</li> <li>• Why is the proposed parking rate 0.375 stalls per unit?</li> <li>• Why reduce parking in the inner city?</li> </ul>
Function and design of amenity spaces	<ul style="list-style-type: none"> <li>• Do these rules get rid of amenity spaces for each home?</li> <li>• Is the courtyard useable?</li> <li>• Will these developments have trees?</li> <li>• How is the quality of amenity space and landscaping addressed in the H-GO district and the changes to R-CG?</li> </ul>

Affordability	<ul style="list-style-type: none"> <li>• Are these homes affordable?</li> </ul>
Opportunities for public input on planning regulations and policies	<ul style="list-style-type: none"> <li>• How does the redesignation process work at City Hall?</li> <li>• Why didn't you engage all Calgarians on these proposed changes?</li> </ul>

#### Providing Additional Information between 27 September and 4 October 2022

After reviewing the questions for clarification provided by Calgarians in response to the awareness and education actions outlined above, we undertook the following work to further increase the public's understanding and awareness.

- **Website:** Calgary.ca/HousingChoice was updated to include:
  - A diagram on the decision process for Housing-Grade Oriented land use redesignations.
  - Answers to frequently asked questions.
  - More photographs to show the types of development the proposed changes would enable.
- **Federation of Calgary Communities:**
  - A follow-up question and answer session was hosted by the Federation of Calgary Communities' Planning Coordinator so that city planners could answer additional questions asked by community members.
  - The second Q&A video was shared on YouTube, by the Federation and on Calgary.ca/HousingChoice.
- **Outdoor advertising:** 24 bold signs were set up to direct people to Calgary.ca/HousingChoice for more information.

#### Raising awareness about the Public Hearing on 4 October 2022

Administration responded to the public's desire to provide input on planning regulation changes and decisions. In all forums used to share information, planners highlighted the Public Hearing at Council on 4 October 2022 in which these changes will be reviewed, and it was advertised in the Calgary Herald on 15 September and 22 September 2022.

#### Summary of Campaign Reach/Impact

Several different communication channels were used to reach as many Calgarians as possible about the proposed land use bylaw changes. The following is a summary of the reach of this campaign.

Medium	Reach
Virtual Q&A with the Federation of Calgary Communities (video #1)	Over 700 views
Follow-up virtual Q&A with the Federation of Calgary Communities (video #2)	Over 160 views

Mail-our pamphlet to R-CG parcel owners and adjacent neighbours	6148 addresses
24 bold signs in areas with a greater concentration of R-CG parcels	More than 100k people
Social media – Twitter @CityofCalgary and @YYCPlan	16 posts Over 18k impressions
Reddit live “Ask Me Anything” in the r/Calgary subreddit	117 engagements with over 74k views
Calgary Newsroom Article	364 views
Dispatch Article	508 views