

## **Summary of Calgary Municipal Land Corporation's Communications Strategy**

Similar to other major infrastructure and development initiatives under taken by CMLC in East Village, significant time and attention is placed on educating and informing the public on every step of the project timeline and deliverables. Particular attention is paid to educating on the project constructability and public/user experiences and benefits.

Using the Public Engagement Research completed by the City of Calgary and the Calgary Public Library (CPL), and the announcement of the PRIME DESIGN CONSULTANT (Nov, 2013), as a platform for our go-forward storytelling and public outreach, CMLC has begun to engage and educate Calgarians on the development of the New Central Library.

### **2014 MILESTONES:**

**1. April, 2014- VISION VIDEO** – Project team and CPL stakeholder describe for Calgarians the Vision and Aspirations of the New Central Library.

Methodology: Distributed via CMLC, CPL websites and all social media channels. (CMLC social media channels speak to 25,000 Calgarians per occasion; CPL system talks to approximately 443,000 visits/month)

**2. May, 2014 - LRT ENCAPSULATION ANIMATION** – a 2 minute animation depicting the engineering and construction program pertaining to the encapsulation of the LRT tracks on block 127 was launched to help prepare and educate the public on this phase of development.

Methodology: Video animation was launched to all media outlets on May 7, 2014. Coverage was extensive, totaling \$280,000 of unpaid/earned media value. Video animation was also pushed through all social media channels and via both the CPL and CMLC websites. In-library CCTV was also switched out to accommodate the animation video.

**3. May, 2014: New Central Library Project Newsletter** launched. This public Newsletter details the progress of the NCL development from a construction, community investment and operational perspective. The New Central Library Project Newsletter will be distributed 2 x per year (Spring & Fall) and will offer more extensive details on the project.

Methodology: Spring distribution of 10,000 copies via 18 library locations and via East Village Sales Centre.

**3. Community Events and Grass Root Marketing** – During the summer event schedule in East Village, CMLC will host 60,000 visitors to the community. In all of our event outreach (Scotiabank Marathon, Canada Day activities, Opera Festival, Beakerhead and more, CMLC and CPL will distribute project newsletter and details on the library project).

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**4. June, 2014 Construction Cam** – Calgarians can get connected to the daily construction scene and follow progress on site through the New Central Library Construction-Camera.

Methodology: Stationed camera on top of Bow Valley College (or other appropriate site) will allow regular updates, via CMLC website, to Calgarians interested in seeing the New Central Library development take shape in East Village.

**5. Sept 4, 2014: Public Open House** – In advance of the Development Permit submission, a large public open house (tentatively billed as: **An Evening of Design Discussion**) will be organized and executed on September 4, at the TELUS Convention Centre. The PRIME DESIGN Consultants will speak to the design features, functionality and experiences of the NCL and will educate on how public engagement informed the final design.

Methodology: Calgarians will be encouraged to attend via paid advertising and promotion. Craig Dykers of Snohetta and Rob Adamson of Dialog as well as other members of the PROJECT TEAM will be on hand to discuss design approaches and to take audience questions. There is no attendance fee.

**6. Sept 23, Final Design Announcement** – MEDIA/PUBLIC Announcement of NCL DESIGN

Methodology: In anticipation of public interest around the final design of the NCL, the project partners - CMLC/CPL/City of Calgary will celebrate with a large public and media event in East Village on Tuesday, Sept 23. The celebration will include the project design team and will feature a 2 minute animation detailing the design features of the library (inside/outside).

**7. Fall, 2014: VIDEO RELEASES** – Following the design announcement, CMLC will release a series of video testimonials called 'NCL: Building Inspiration, Building Community. Building Our Future' which will depict how members of the public, CPL staff and more imagine using the New Central Library spaces.

Methodology: Videotaped testimonials will be released across all website, social media channels