

CITY OF CALGARY
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IN COUNCIL CHAMBER

APR 28 2014

ITEM: C2014-0349

CITY CLERK'S DEPARTMENT

THE CITY OF CALGARY

Action Plan

2015 – 2018

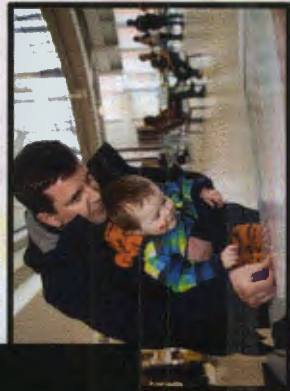
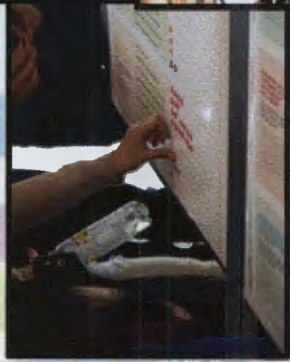
April 28, 2014 – Report on Engagement Results

calgary.ca | contact 311



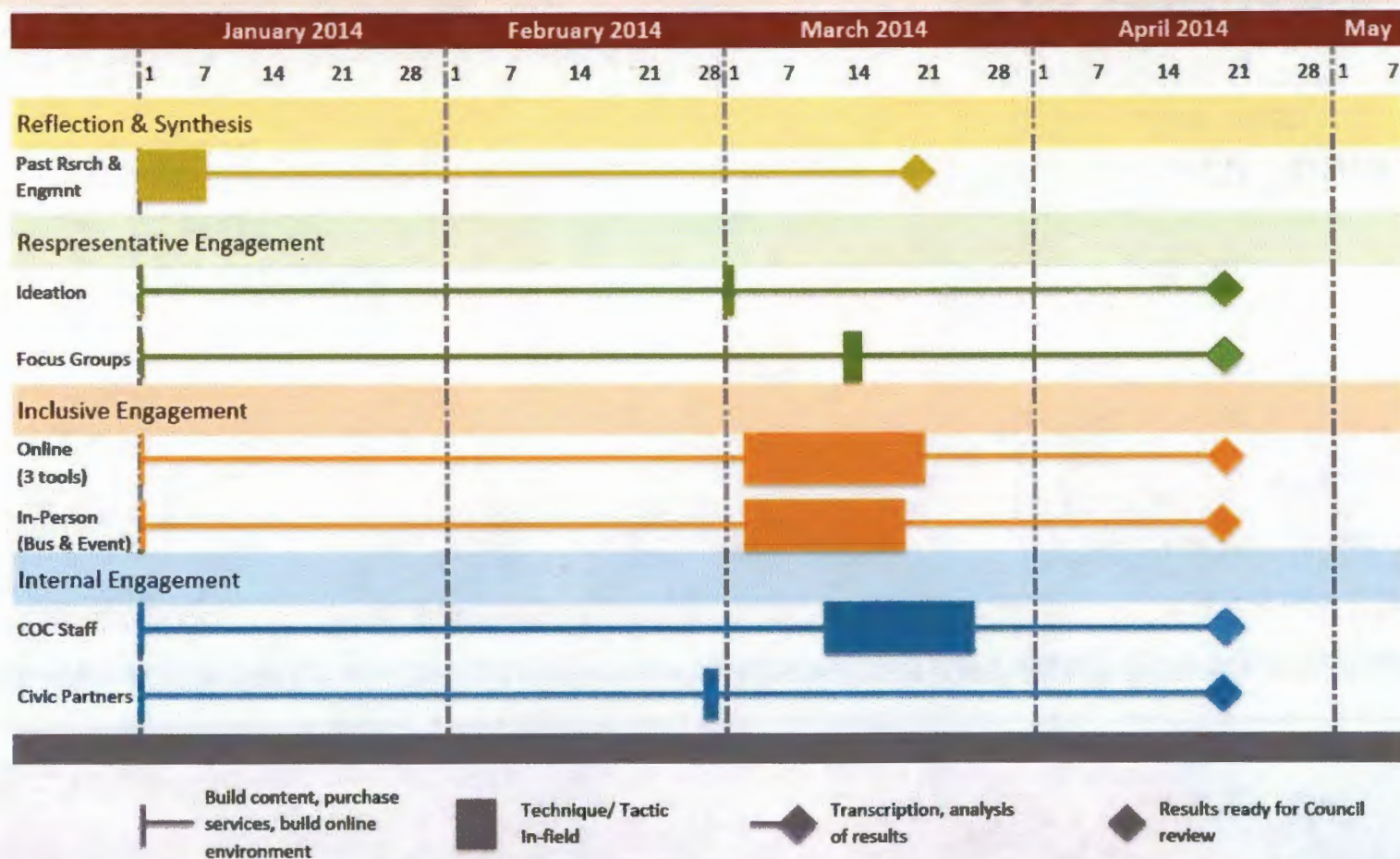
THE CITY OF
CALGARY

From the Citizen's Perspective



Engagement Strategy for Action Plan 2015-2018

Comprehensive, inclusive, and multiple-opportunity approach to engagement



Council Engage Policy Guiding Principles:

Accountable | Commitment | Inclusive | Responsive | Transparent

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Action Plan
2015 - 2018

Engagement Reach and Participation

Marketing and Outreach

Circulation

21,200,000±

2-3 sec. impression

Awareness

600,000 ±

30 sec. impression

Social Media Interactions

35,000 ±

1-2 min. impression

Education and Participation

Website/Online Tool Visits

21, 216

3-5 min. avg. visit

Online Tools

2451 submissions

8-10 min. avg. visit

Face-to-Face Tools

3367 attendees

15-25 min. avg. visit

Ideation & Focus Groups

170 participants

2-4 hrs

Engagement Results: Synthesizing the Results

High-Level Priority Areas Across Action Plan Engagement Input Methods

Budget Simulator

Places & Mobility	Environment	Community & Safety	Business & Technology	Organization & Finance
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Priorities Tool (Online)

Getting Around	Calgary's Communities	Growing Calgary	Calgary's Economy	Calgary's Environment	How The City of Calgary Works
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Citizen Ideation

Transit	Urban/Community Planning	Vehicle Flow	Affordable Housing	Pedestrian, Bikeways	Arts funding	More taxis
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Business Focus Group

Improved growth management practices (housing in particular)	Simplification (permitting, licensing)	Addressing property tax differential
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Social Agency Focus Group

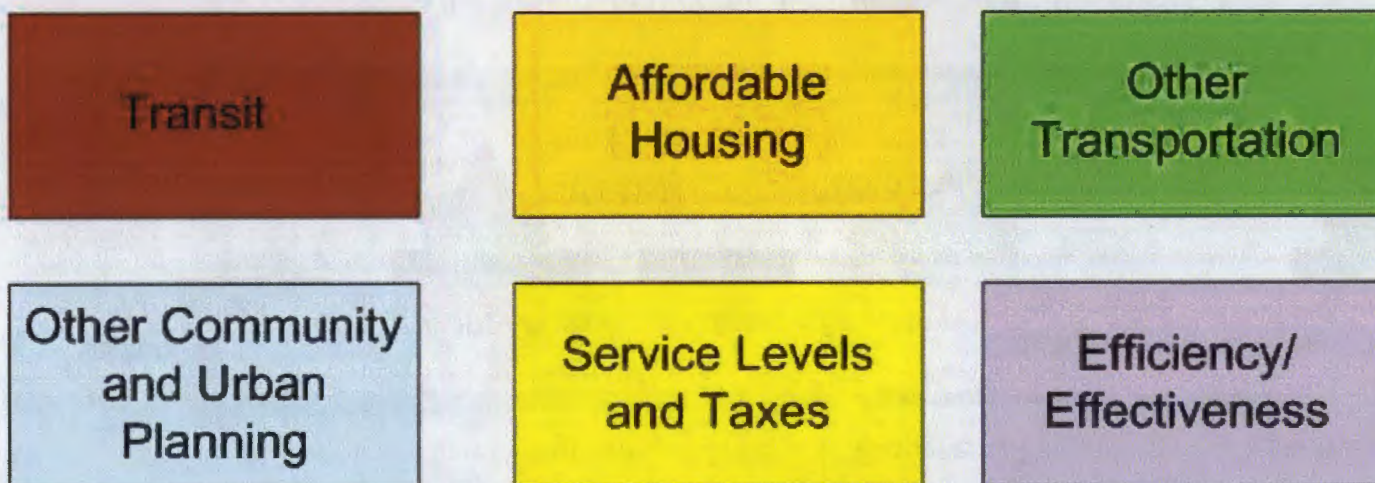
Affordable Housing	Affordable Transit	Affordable access to recreation	Planning process improvements for social care uses
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Civic Partner Ideation

Strengthen relationships with City and between Civic Partners	Growth of public transit system	Improvements to City's transportation infrastructure	Support quality of life in Calgary	Promote long-term vision for Calgary
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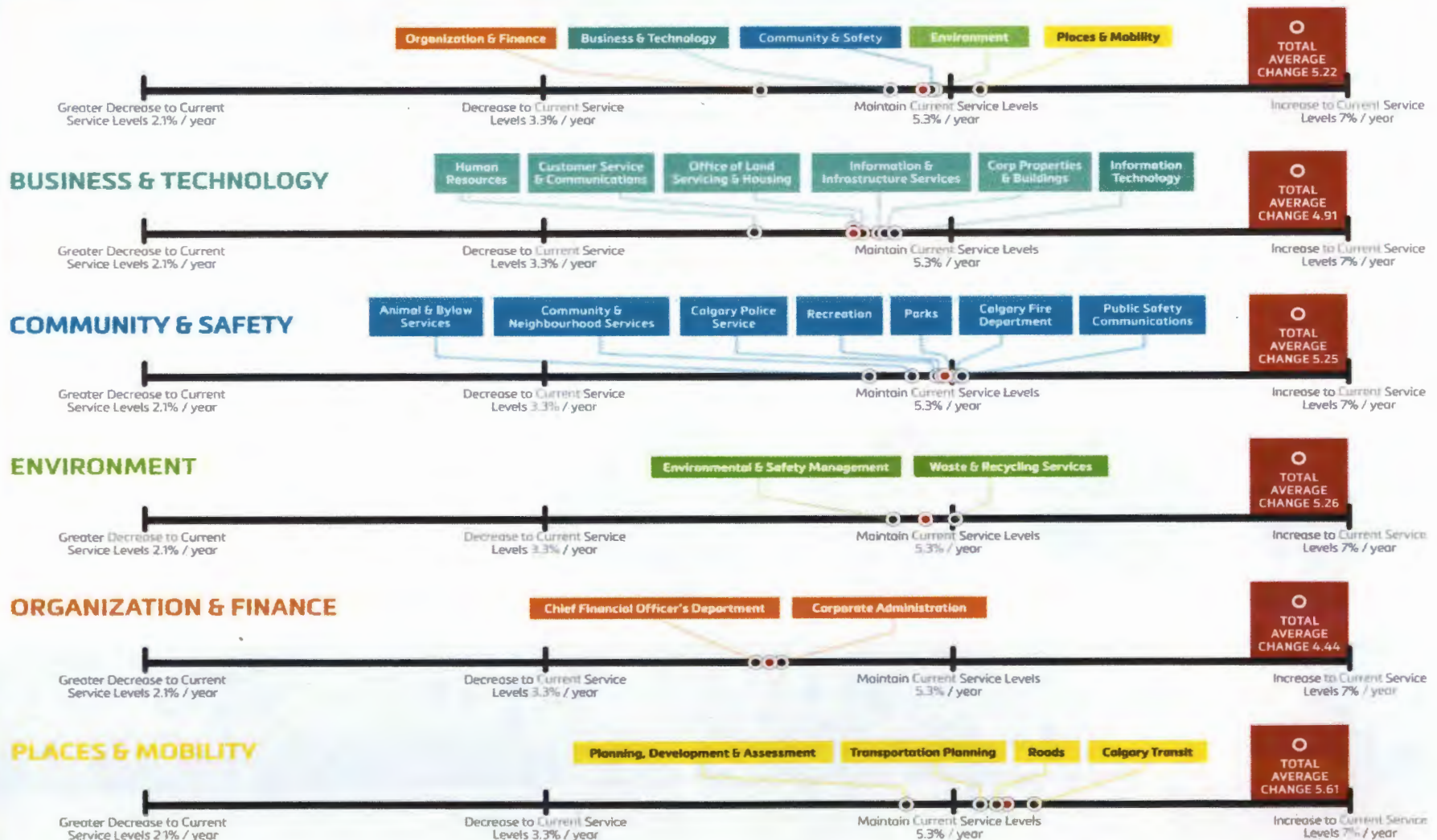
Action Plan Engagement – Key Observations

What we heard



Synthesized key observations from all engagement streams.

Engagement Results – Details – Budget Simulator



Engagement Results – Details – City Priorities

> CITYWIDE PRIORITIES TOOL (ONLINE & IN-PERSON)

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Action Plan
2015 - 2018



GETTING AROUND CALGARY

Accessible Public Transit

Road Maintenance

Vehicle Traffic Flow

Crosswalks, Sidewalks, & Pathways

Bikeway System

Direct Transit Routes

Public Parking

Taxi Services

Goods & Services Routes



CALGARY'S COMMUNITIES

Crime Prevention

Affordable Housing Options

Recreation Programs

Clean, Safe Downtown

Local Festivals & Cultures

Accessibility to City Programs

Emergency Management

Fire Protection & Safety Education

Community Standards



GROWING CALGARY

Local Green Spaces

Reinvest in Older Communities

Development Near C-Train Stations

Variety of Housing Choices

Shopping Close to Home

Preserve Heritage Buildings

Community Gathering Places

New Housing in Established Areas

New Suburbs



CALGARY'S ECONOMY

Diversified Economy

Small Business Development

Attract New Business

Local Business Development

Tourism

Efficient Business Regulation

Support for Development

Attract Top Talent

Leverage international economic opportunities from the airport expansion



CALGARY'S ENVIRONMENT

Responsible Use of Energy

Urban Trees

Preserve Natural Landscapes

New Energy Sources

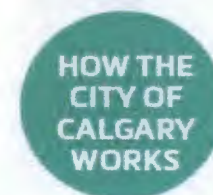
Recycling Programs

Flood & Watershed Management

Green Cert Programs

Greenhouse Gas Emissions

Environmental Education



HOW THE CITY OF CALGARY WORKS

Spending Efficiency

Other Funding Sources

Public Input for City Decisions

Managed City Debt Level

Lower Tax Increases

Customer Service Focus

Access to City Information

eGovernment

Engagement Results – Details – Trends

Diversity

Affordability

**Strong Cultural
Infrastructure**

Participants identified major trends facing Calgarians.

THE CITY OF CALGARY

Action Plan
2015 - 2018

City strategic plans:
MDP, CTP, 2020 SD,
RouteAhead

Council Priorities May 5

Review of
revenue sources
& operating
commitments

Legislative
Responsibilities

Council Strategic Meetings

Council
Working
Group
(advice &
sounding board)

Priorities
& Finance
Committee
(process
decisions)

Review of
key trends &
Research

Stakeholder
Engagement

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Thank you to all the Calgarians who took the significant time and interest to participate in shaping Calgary's future.

