

CITY OF CALGARY
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IN COUNCIL CHAMBER

APR 07 2014

ITEM: C2014-0305

CITY CLERK'S DEPARTMENT

THE CITY OF CALGARY

Action Plan

2015 – 2018

April 7, 2014 – Preliminary Engagement Update to Council

calgary.ca | contact 311

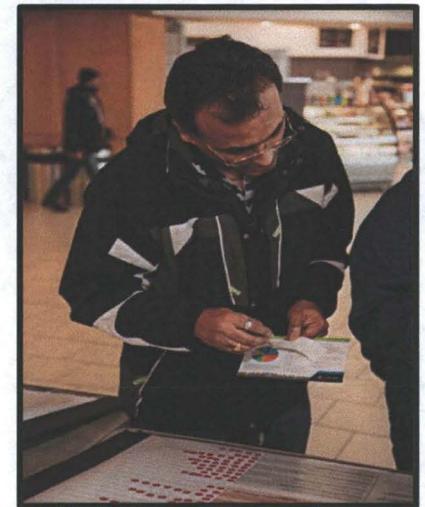
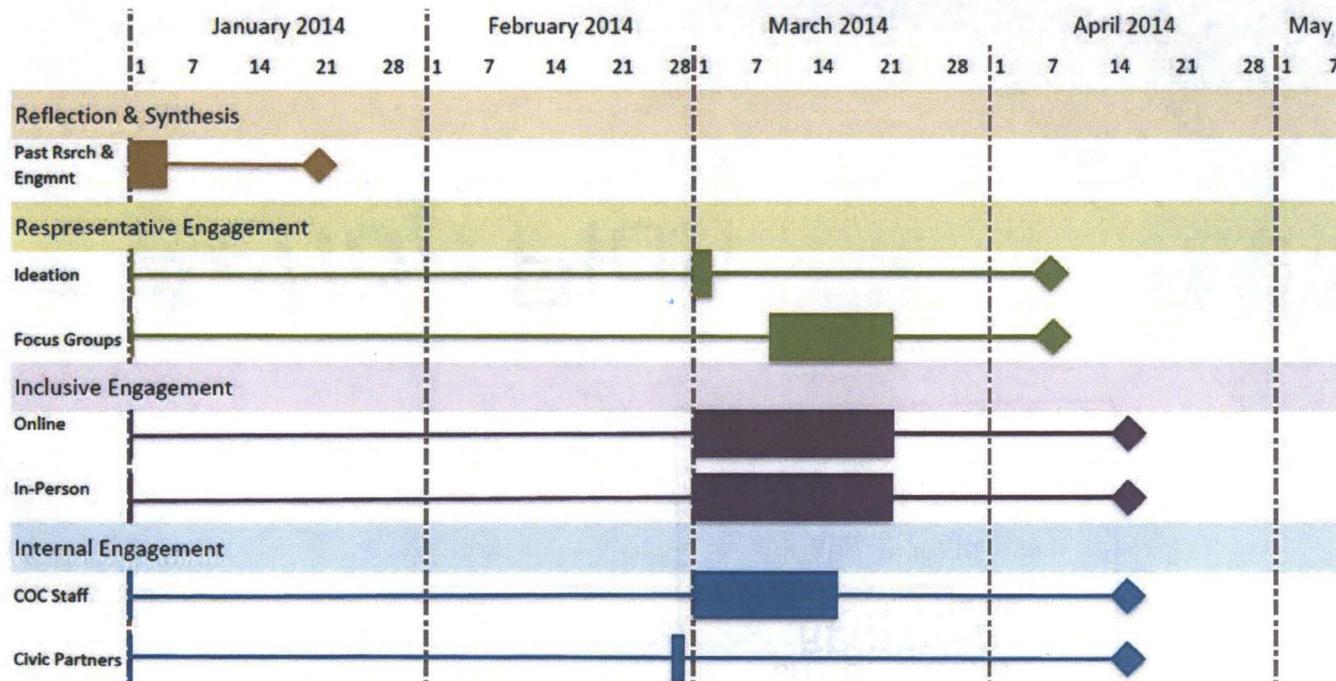


THE CITY OF
CALGARY

Engagement Strategy for Action Plan 2015-2018

- comprehensive, inclusive, and multiple-opportunity approach to engagement
- focused dialogue centered on the community vision outlined in The City's guiding strategic documents
- extensive marketing to inform stakeholders of the multiple opportunities to participate
- opportunities out to communities through attendance at shopping malls and community events
- on-going use of the engagement bus at places where stakeholders congregate

~ from C2013-0709 Nov 18, 2013 Report to Council



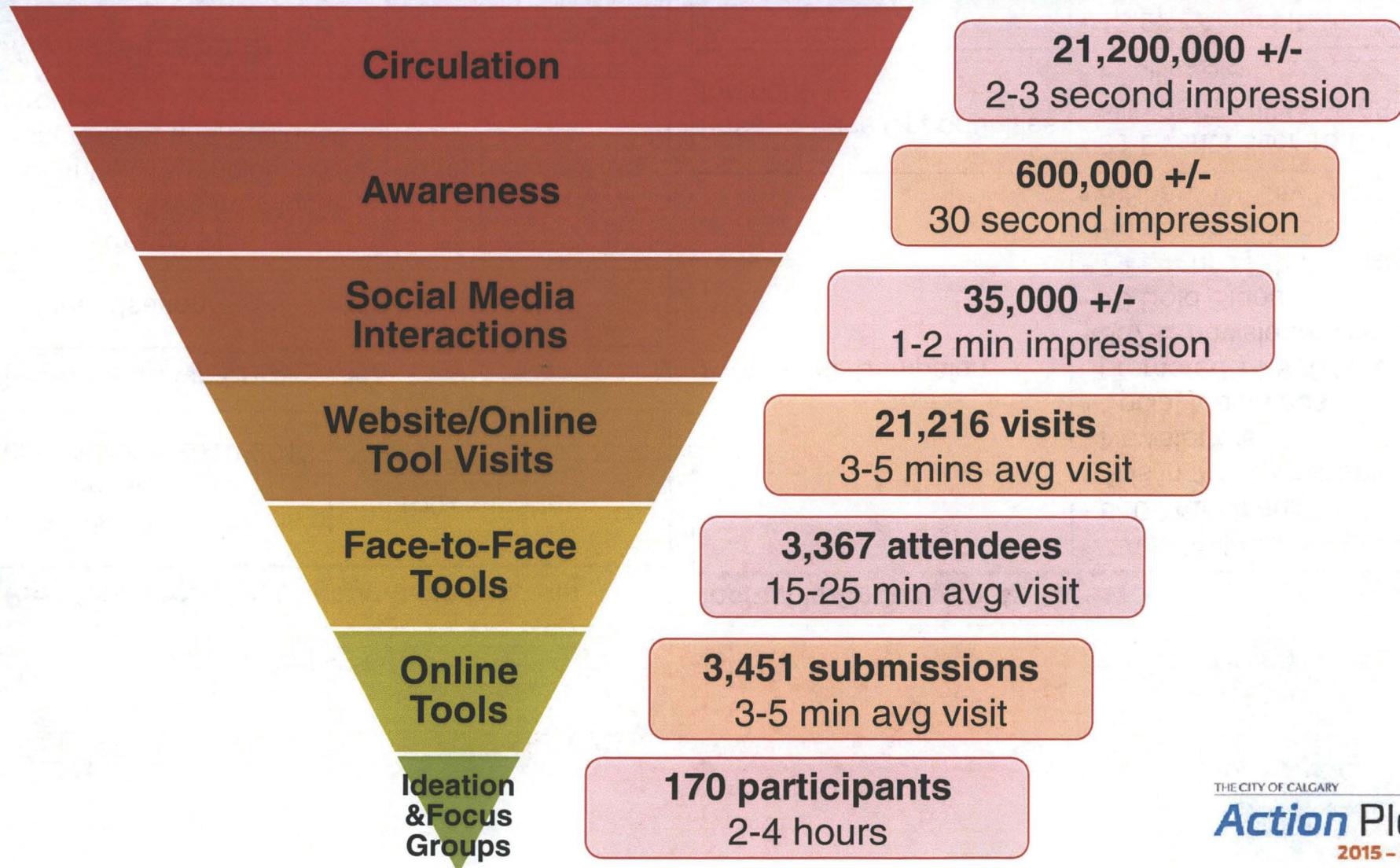
Engagement Implementation for Action Plan 2015-2018

Past Research and Engagement Analysis	
Analysis and synthesis of City research and engagement 2010-2013	100+ reports reviewed
Representative Engagement	
Citizen Ideation	80 citizens
Focus Groups with representatives from local Community Agencies, Local Businesses, and Business Groups	40 representatives
Internal Engagement	
Civic Partners Ideation	50 representatives
COC Staff Survey	80 responses

Inclusive Engagement	
Awareness Campaign	<ul style="list-style-type: none"> • 7 Ads in 4 newspapers • 640 Transit ads • Ads in 127 Community Newsletters • Social Media ads promoted 14,900 times • 307 E-newsletters sent • 13 Bold Signs • 7 Fairchild Ethnic Radio Ads over 59 spots • 8 Shaw TV City Matters
Face-to-Face Opportunities for Input	<ul style="list-style-type: none"> • 21 Events over 18 Days with 3367 Citizens, 63 Facilitators
Online Opportunities for Input	<ul style="list-style-type: none"> • 13,222 Action Plan website visits • 7,993 visits to 3 Tools over 18 Days, with 3451 completed

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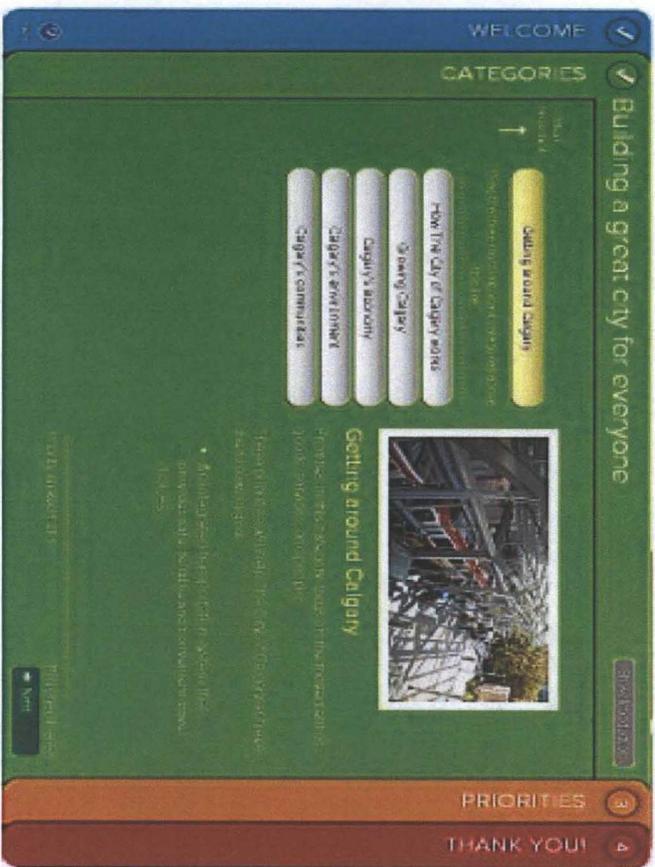
Engagement Reach & Response



Engagement Analysis Process Underway

INPUT SOURCE	NUMBER
Priority Tool – F2F Ratings on Dotmocracy charts	20,676
Priority Tool – Online completed submissions	2,028
Priority Tool – Online Verbatim comments	1,016
Priority Cards – F2F Completed	511
Budget Simulator – Online completed submissions	1,389
Budget Simulator – Online Verbatim comments	345
Discussion Forum – F2F sticky notes completed	861
Discussion Forum – Online Verbatim comments	78

Preliminary Results – City Priorities



**City Priorities Tool
(Online)**
Identify which priorities The City should focus on the next four years.

Getting Around

Communities

Growing Calgary

Economy

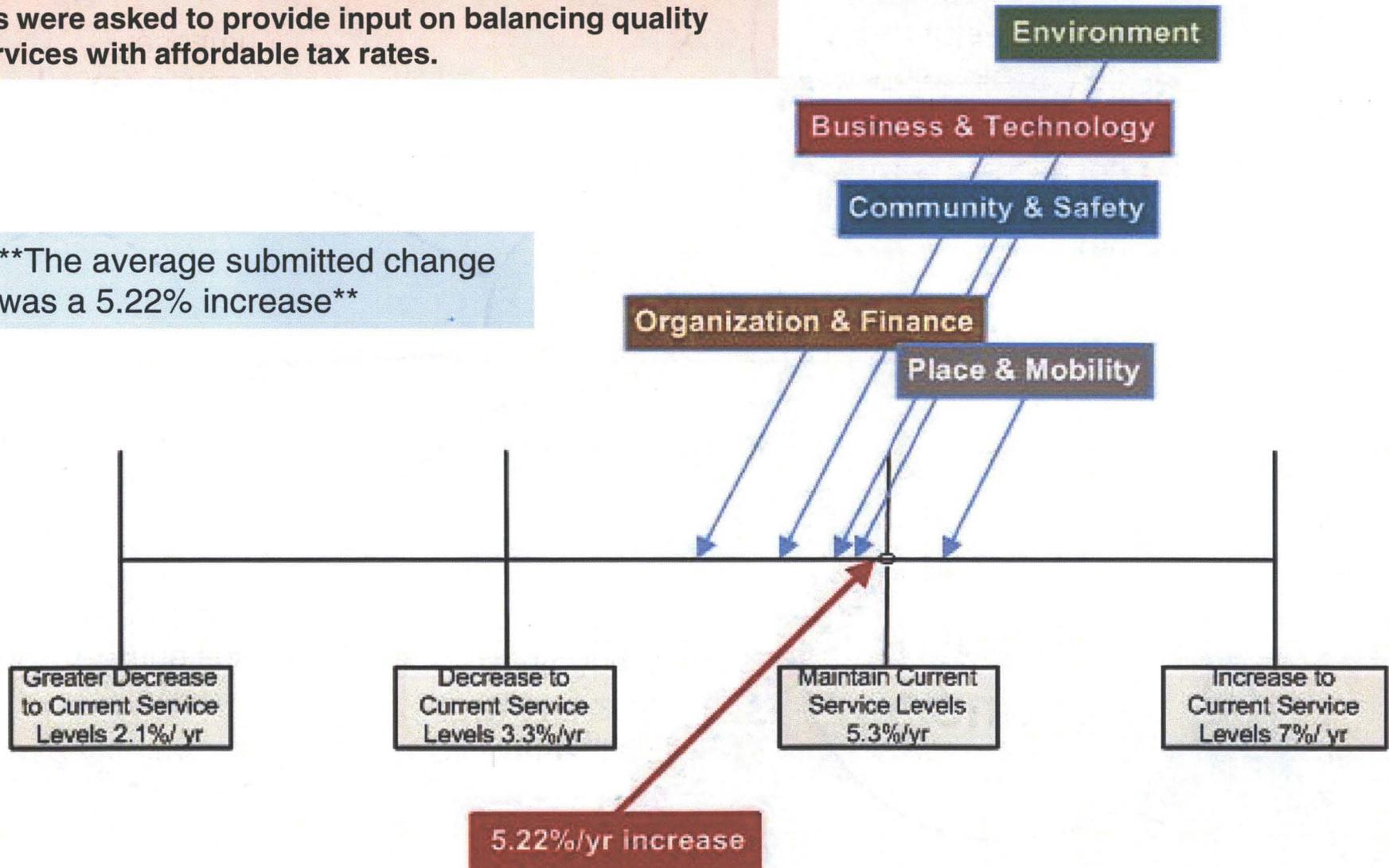
Environment

How The City works

Preliminary Results – Budget Simulator

Citizens were asked to provide input on balancing quality City services with affordable tax rates.

****The average submitted change was a 5.22% increase****





Review of revenue sources & operating commitments

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

Council Priorities
May 5

Legislative Responsibilities

Council Strategic Meetings

Council Working Group
(advice & sounding board)

Review of key trends & Research

Stakeholder Engagement

Priorities & Finance Committee
(process decisions)

ACTION PLAN 2015-2018



THE CITY OF CALGARY

Action Plan
2015 - 2018