

## Communication and Engagement Tactics and Reach – 2013

	# of attendees	
<b>Speaking Engagements</b>		
Urban Development Institute	120	
Transportation Livery Advisory Committee	12	
Stantec	40	
City Executive Assistants	10	
Building Regulations Divisional Management Team	12	
American Planners Association annual conference	80	
Alberta Professional Planners Association Calgary Lunch and Learn session	70	
Corporate Services Management Team	10	
Transportation Planning Managers	10	
Law	10	
UEP Management Team	10	
APPI (Annual Conference Presentation)	40	
First annual City staff Planning Symposium	250	
Transportation SMT	40	
<b>Speaking Engagements Total:</b>	714 attendees	
<b>Road Shows (booth displays at related events)</b>		
Civic Camp	80	
	# of attendees	# of events
<b>Workshops</b>		
Multi-stakeholder workshops to develop system outline & elements	740	32
<b>Q&amp;A Sessions</b>		
Staff (initiated in response to staff questions)	50	2
<b>Outfitting Sessions</b>		
Staff (initiated)	170	18
Federation of Calgary Communities (invited)	12	1
Urban Development Institute & Corporate Planning Applications Group Bi-Annual Networking Event (invited)	75	1
Council (initiated)	10	2
<b>Outfitting Sessions Total:</b>	267 attendees	22 events
<b>Transforming Planning Bi-weekly Updates</b>	Audience size	# of updates
Council	15	25
Staff	950	26
Stakeholders	13 Groups / Membership Organizations	25

## Communication and Engagement Tactics and Reach – 2013

**Working Group meeting hours:** 200 (not including ‘homework’, small group meetings and participation at events)

**External Working Group member communication and engagement tactics:**

- HSCA Steering Committee presentation
- FCC newsletter write-ups
- CHBA newsletter write-ups
- Vote Calgary blogs

**Website: From January – December 12, 2013: 6,781 visits and 8,895 views.**

[www.calgary.ca/transformingplanning](http://www.calgary.ca/transformingplanning)

**Twitter followers:** 456

240 Tweets

<https://twitter.com/nextCITYyyc>