

# Applicant Outreach Summary

2022 December 23



## Community Outreach on Planning & Development Applicant-led Outreach Summary

Please complete this form and include with your application submission.

Project name:

Did you conduct community outreach on your application?  YES or  NO

If no, please provide your rationale for why you did not conduct outreach.

### Outreach Strategy

Provide an overview of your outreach strategy, summary of tactics and techniques you undertook (Include dates, locations, # of participants and any other relevant details)

Engagement for the overall West District vision began in 2014 and including the installation of EngageHub, a purpose-built facility serving as the focal point for developer-led engagement activities for West District which heard from over 1,800 participants over a 7-month period. In addition, mailers were sent to over 4,000 surrounding residents, a project website ([westdistrict.ca](http://westdistrict.ca)) was launched, a Stampede Breakfast information display tent was set up, an E-newsletter was regularly sent out, an outdoor touchscreen display for 24hr access to information and to provide feedback was installed at EngageHub, and the West Springs / Cougar Ridge Community Newsletter notified community members of upcoming opportunities to participate in the engagement process. Specific to this application, our outreach strategies included: 82 information-sharing hand-delivered mailers to nearby residents with contact information, we met in-person with the West Springs / Cougar Ridge Community Association on March 1, 2023, to discuss active development applications in West District including Radio Block, and a dedicated project website offered project information and an online feedback form.

### Stakeholders

Who did you connect with in your outreach program? List all stakeholder groups you connected with. (Please do not include individual names)

The project team reached out to surrounding neighbours/landowners and the West Springs / Cougar Ridge Community Association.

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### What did you hear?

Provide a summary of main issues and ideas that were raised by participants in your outreach.

During the public engagement for the West District vision that took place in 2014, the project team made key changes to the plan to better address concerns from citizens and community groups which included better shared edges to transition to surrounding residential, more park space and tree retention, protecting area property values by design, providing enough parking, traffic calming, and including a community meeting space. These changes were supported by the West Springs / Cougar Ridge Community Association. The project team did not hear feedback from community members or receive a formal letter from the West Springs / Cougar Ridge Community Association specific to this application.

### How did stakeholder input influence decisions?

Provide a summary of how the issues and ideas summarized above influenced project decisions. If they did not, provide a response for why.

As previously mentioned, significant changes were made to the West District vision through public engagement in 2014 to address the concerns of citizens and community groups. The project team did not hear feedback from community members or receive a formal letter from the West Springs / Cougar Ridge Community Association specific to this application.

### How did you close the loop with stakeholders?

Provide a summary of how you shared outreach outcomes and final project decisions with the stakeholders that participated in your outreach. (Please include any reports or supplementary materials as attachments)

The project team did not hear feedback from community members or receive a formal letter from the West Springs / Cougar Ridge Community Association specific to this application.

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