

Attachment 3: Pilot Project Communications and Supporting Information

16 Avenue NE - Roadside Naturalization Pilot Project
 May 2021 to September 2023
 Communications, Engagement, and Education Outreach Activities Log

Date	Audience/Interest Holder	Nature of Communication
2/24/2020	City Council	Presentation - Council Innovation Funding
8/1/2020	Public	Information - "Please Bee Patient" signs placed on site
8/28/2020	City of Edmonton	Collaboration - Information Sharing
1/14/2021	Canadian Wildlife Federation	Collaboration - Information Sharing
1/21/2021	Canadian Geographic Magazine	Collaboration - Information Sharing
3/25/2021	Calgary Climate Symposium	Presentation
4/6/2021	Canadian Wildlife Federation	Presentation
4/21/2021	City of Calgary Biodiversity Advisory Committee	Presentation
5/3/2021	City of Calgary ROW Management Services	Presentation
5/11/2021	City of Calgary Community Planning	Presentation
5/12/2021	City of Calgary Transportation Leadership Team	Presentation
7/15/2021	CBC News	Interview - Pilot project site
8/21/2021	Mayor's Office	Information - Progress Update
9/9/2021	General Manager of City of Calgary Transportation	Presentation - Progress Update
9/10/2021	CBC	Interview - Pilot project site
9/16/2021	City of Calgary EnviroNetwork	Presentation
9/17/2021	City of Calgary, Director of Roads	Information - Progress Update
9/23/2021	Ward 10	Information - Progress Update
10/4/2021	Pineridge School	Education
10/5/2021	Mayor's Office	Presentation - Site Visit
10/6/2021	City of Calgary Internal Staff	Internal Engagement of City Staff - MyCity online feature article
10/18/2021	Pineridge School	Presentation - Education

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10/25/2021	Pineridge School	Presentation - Education
11/15/2021	City of Calgary Parks Communications	Collaboration - Pilot communications strategy
11/17/2021	Transportation Association of Canada	Presentation
11/18/2021	Canadian Geographic Magazine	Collaboration - Partnership on "Network of Nature" feature inclusion of pilot.
11/25/2021	Biodiversity/Naturalization Focus Groups	Collaboration - Parks conducted public engagement on habitat restoration.
12/16/2021	City of Calgary EnviroNetwork	Presentation
1/1/2022	Pineridge School	Presentation - Education
1/25/2022	City of Calgary, Director of Roads, and Director of Parks	Information - Progress Update
2/1/2022	Bee City Canada, ALIDP	Presentation
2/1/2022	Alberta Transportation	Information
2/7/2022	PIARC World Winter Roads Congress	Information
2/10/2022	University of Guelph	Presentation
2/17/2022	ALIDP	Presentation
2/23/2022	Moose are Big Podcast	Interview - Featured pilot project site, in partnership with Canadian Wildlife Federation
3/2/2022	Kamloops Naturalist Club	Collaboration and Education
3/2/2022	Seaborn Seeds - Tom Seaborn	Collaboration - Shared information on pilot.
3/2/2022	Cobblestone Nursery	Collaboration - Shared information on pilot.
3/2/2022	ALCLA	Collaboration - Shared information on pilot.
3/2/2022	City of Saskatoon	Collaboration - Shared information on pilot.
3/2/2022	City of Lethbridge	Collaboration - Shared information on pilot.
3/2/2022	Berna-Dean Holland (Metis Singer-Songwriter)	Collaboration - Shared information on pilot.
3/2/2022	Manitoba Eco-Network	Collaboration - Shared information on pilot.
3/2/2022	Crescent Heights Community Association	Presentation
3/3/2022	ALIDP	Collaboration - Shared information on pilot.

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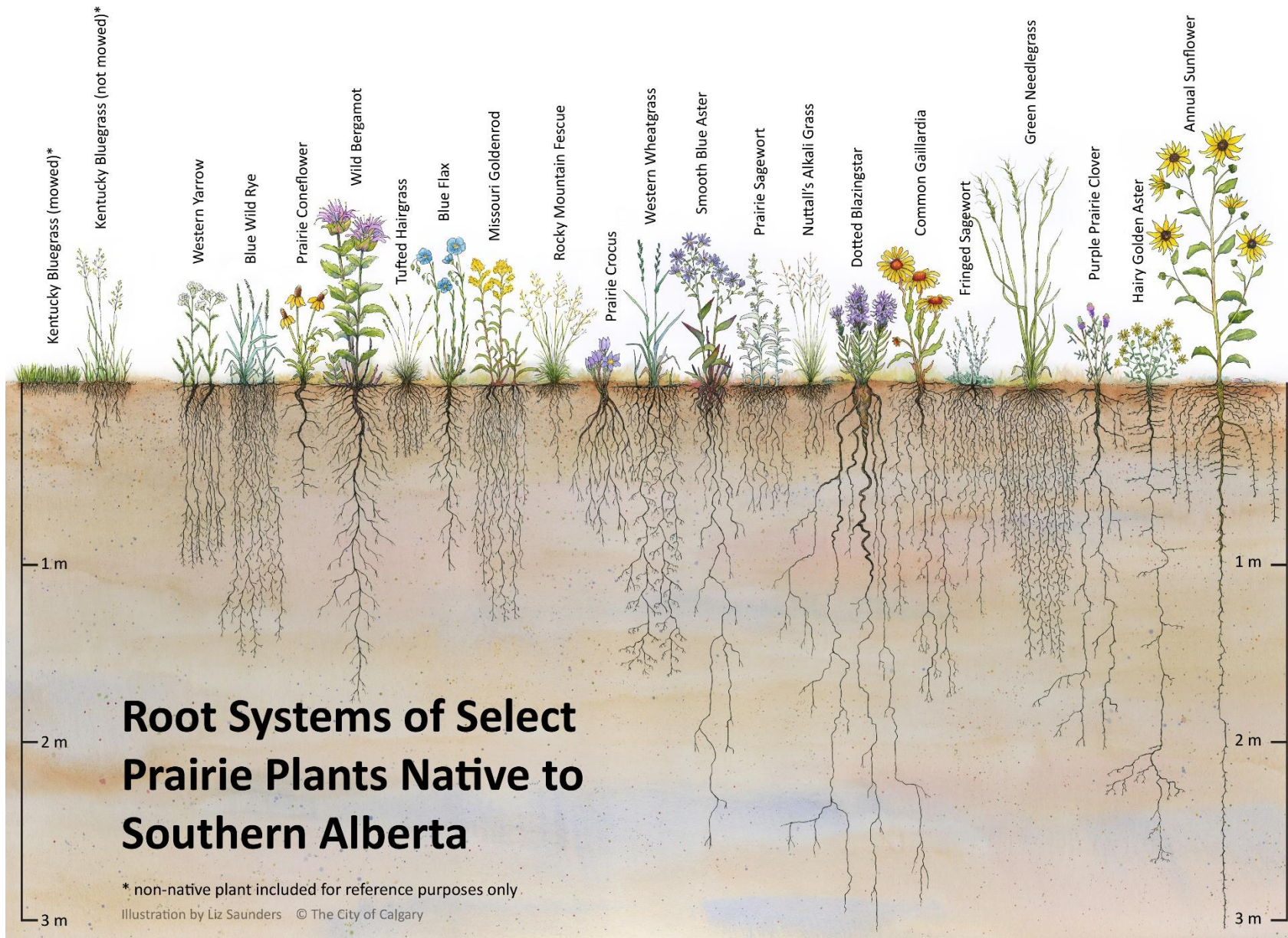
3/3/2022	City of Edmonton	Collaboration - Shared information on pilot.
3/3/2022	City of Cochrane	Collaboration - Shared information on pilot.
3/3/2022	Biodiversity/Naturalization Focus Groups	Collaboration - Parks public engagement on habitat restoration.
3/29/2022	O.S. Geiger Elementary School	Presentation - Education
3/14/2022	Pineridge School	Presentation - Education
10/1/2022	TAC Conference	Presentation
4/5/2022	Alberta Native Council	Presentation
4/8/2022	Pineridge School	Presentation - Education
05/31/2022	Mayors Environmental Expo	Presentation
5/2/2022	Consulting Engineers of Alberta (CEA)	Presentation
5/3/2022	City of Calgary Senior Management Team and Director/GM Office	Presentation
5/3/2022	Ward 10 Office, Councillor Chabot, Mayor's Office	Information - Project Update
5/12/2022	Ward 10 Office, Councillor Chabot, Mayor's Office	Presentation - Meeting and Project Update
7/20/2022	Residents of Rundle, Pineridge, Marlborough, and Marlborough Park.	Information - Letter handouts
8/9/2022	CTV News - Online Article	Information - General feedback of City boulevard spaces
8/10/2022	Livewire - Online Article	Information - Naturalization article feature of 14 Street and Memorial Drive treatments.
8/18/2022	Ward 11 Office, Councillor Kourtney Penner	Presentation - Meeting and shared pilot information
9/22/2022	Ward 10	Town Hall - Shared information on pilot project scope with members of public.
9/20/2022	Public, Ward 2, 4, 6, 10	Information - Shared information on upcoming project awareness campaign (curbex signs and online advertisement)
9/20/2022	Public	Information - Social Media and Awareness Campaign ran between September 20 to October 5 2022
10/5/2022	Livewire	Interview - Discuss naturalization in City boulevards
10/26/2022	Ward 9	Information
10/26/2022	Canadian Geographic Magazine	Collaboration

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11/10/2022	Mayor's Office, Senior Management and Leadership	Collaboration - Briefing note shared on pilot
1/20/2023	RemTech East	Presentation
2/7/2023	Parks School (Parks and Open Spaces staff)	Presentation
3/22/2023	CLRA (Canadian Land Reclamation Association)	Presentation
4/25/2023	City of Calgary - Gravel Lane TSS Abatement Study	Collaboration
4/27/2023	Parks - Urban Conservation	Collaboration
6/9/2023	Ward 12	Information
6/23/2023	City of Calgary Director of Parks Director of Community Planning Director of City and Regional Planning Director of Mobility (not present)	Collaboration
7/21/2023	Bee City Canada	Collaboration
7/27/2023	Parks Foundation Calgary	Collaboration
8/9/2023	Parks (Golf Course Operations)	Collaboration

Root Systems of Select Prairie Plants Native to Southern Alberta

Original artwork by Liz Saunders commissioned by The City of Calgary for the Roadside Naturalization Pilot Project.



impact

What people saw around the city and the impact it had on our citizens

August – October 2022



Next year I will be planting flowers that will attract bees.

We need them in our lives.

Kampta Persaud



Traffic to calgary.ca/pollinators increased

over 300%

during the campaign, with the average visit lasting nearly three minutes.



15 second YouTube video was viewed

438,000 times

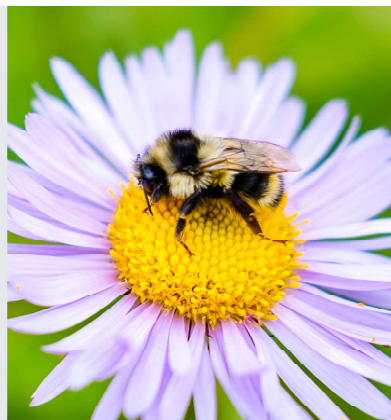
during the campaign, with the average visit lasting nearly three minutes.



The social media campaign reached

247,501

Calgarians on Facebook building awareness of how we're providing habitat for our local pollinators through our naturalization pilot program



Banner ad was loaded

1.7 million times

