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ITEM: *9.2 WBC2023-1342*
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WBC2023-1342



Engage Resource Unit – Overview

December 8, 2023



Recommendations

WBC2023-1342

That the Ward Boundary Commission receive the presentation for the Corporate Record.



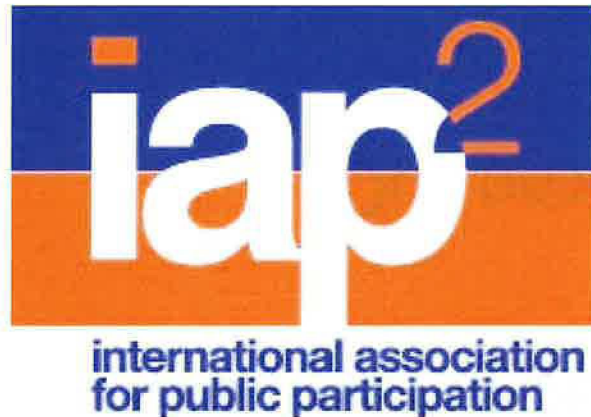
What is engagement?

”Purposeful dialogue between The City and , impacted or interested Calgarians and other communities or groups to gather information to influence decision making”- Engage Policy





Where does “Engagement” come from?



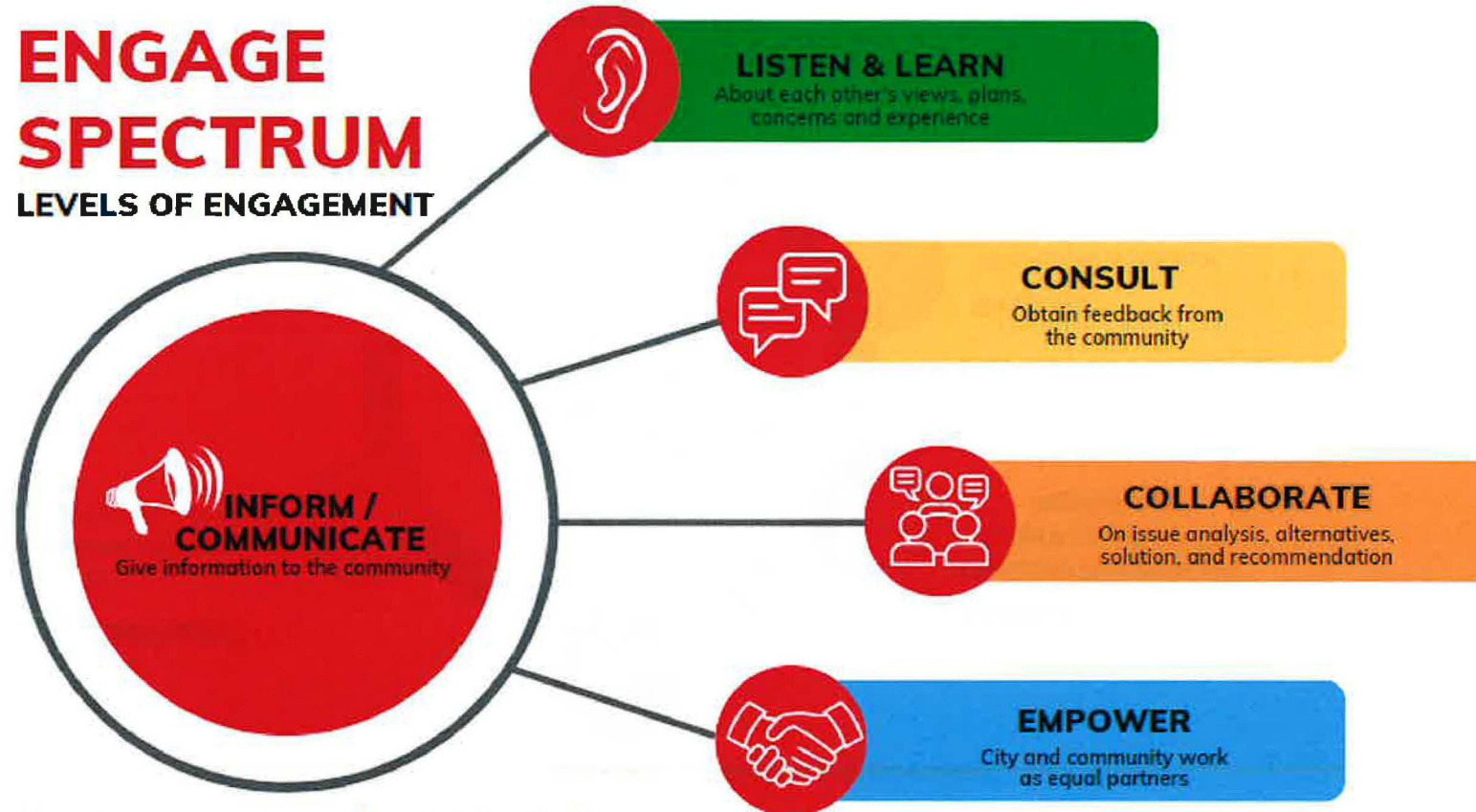
- City framework based on IAP2 Spectrum which is international standard
- Process has been researched and tested in high conflict scenarios around the world
- The City of Calgary is a leader in creating a framework to implement these standards in our processes



We involve people in decisions that affect them

Our process is clear and consistent

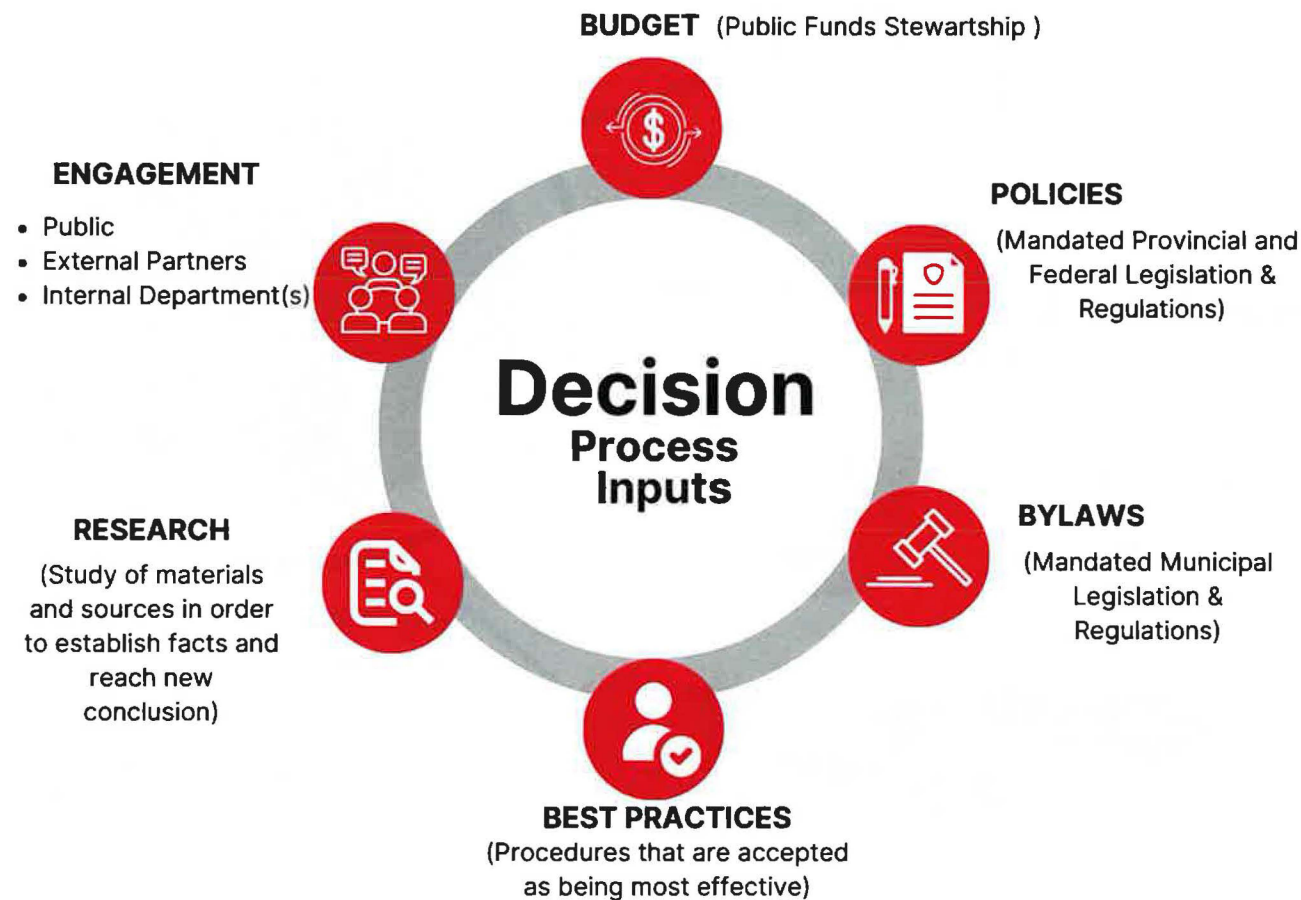
We are a City that listens



Depending on the nature of the project, the City of Calgary's Engage Resource Unit (ERU) includes various means of community involvement. They range from simply distributing information to listening to Calgarians' ideas for and opinions on specific projects to forming partnerships with individuals and organizations in order to deliver a needed service.

Engagement is ONE input

Decisions at The City could be reached using any, or all, of the following inputs:



Northeast public art initiative: artist engagement 2022-2023

Provide your input to help local artists create concepts for public art projects in northeast Calgary. (image by Calgary artist Sam Hester)



[Home](#) > Northeast Public Art Artist Engagement

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ABOUT THE PROJECT

There is a lack of public art in northeast Calgary compared to other quadrants. The [Northeast Public Art initiative](#) will bring several public art projects to Calgary's northeast communities, support local artists, enhance northeast neighbourhoods and reflect the people who live in the communities where art will be located.

In 2021 [we asked for your ideas](#) on what kind of public art should be created, where it should be located and what stories the public art should tell. Your thoughtful contributions helped us to build the overall project plan and issue artist calls.

Contact Us

Have questions or want to learn more about this project, contact us below:

-  Name Engage Resource Unit
-  Phone 311
-  Email engage@calgary.ca
-  In writing P.O. Box 2100 Stn. M.
Attention: Rebecca #8305
Calgary, Alberta



Proposed engagement strategy

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Public Engagement

We recommend a combination of online engagement and in-person events:

- Online engagement provides an opportunity to provide input for those who are not able to attend an in-person event.
- In-person engagement better meets the needs of those who prefer to provide input in person or are unable to do so online.

Communications

Awareness of engagement opportunities will be supported by general and targeted communications including digital and print advertising, social media and direct communication.

Tactic*	Description	Targeted Audiences	Rationale
Project page on the Engage portal (online)	A dedicated page on the Engage portal to provide information about the project and engagement questions to which participants can respond online.	<ul style="list-style-type: none"> • General public 	<ul style="list-style-type: none"> • Convenient and accessible for many Calgarians • Central location for information about the engagement
Pop-up events (in person)	Small teams attend busy locations (“going to where the people are”) such as recreation centres, malls and City facilities to provide information and collect input, or to direct people to the portal page to provide input. Pop-up dates and times are advertised on the portal.	<ul style="list-style-type: none"> • General public 	<ul style="list-style-type: none"> • Introduces people to the project and invites their input • An opportunity for those already aware of the project to provide input in person • Often more cost-effective than an open house • Can hold 1 – 2 pop-up events per quadrant
Targeted engagement opportunities (online, with specific methods to be determined)	Options include Microsoft Teams meetings/live events and online questionnaires to which specific groups/group representatives are invited.	<ul style="list-style-type: none"> • Calgary Board of Education and Calgary Catholic School District and trustees • Community associations • Other interested organizations (e.g., Federation of Calgary Communities, Business Improvement Areas) 	<ul style="list-style-type: none"> • Engagement questions for these audiences might differ from those for the general public • Online opportunities will likely be a better fit than in-person events for the schedules of these audiences



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Questions?