Ward Boundary Commission Public Engagement Plan and Timeline - WBC2024-0042

Engagement Plan

The following is a general overview of the recommended plan for this engagement. Awareness of engagement opportunities will be supported by general and targeted communications including digital and print advertising, social media and direct communication. Customer Service & Communications will provide a detailed plan of tactics, audiences and timelines following approval of the final engagement plan.

The plan outlined below provides both online engagement and in-person events for members of the general public:

Online engagement:
- Provides an opportunity to provide input for those who are not able to attend an in-person event;
- Provides information about engagement opportunities (dates, times, locations);
- Provides information needed prior to answering online engagement questions; and
- Provides the timeline (engagement-specific and for the overall project).
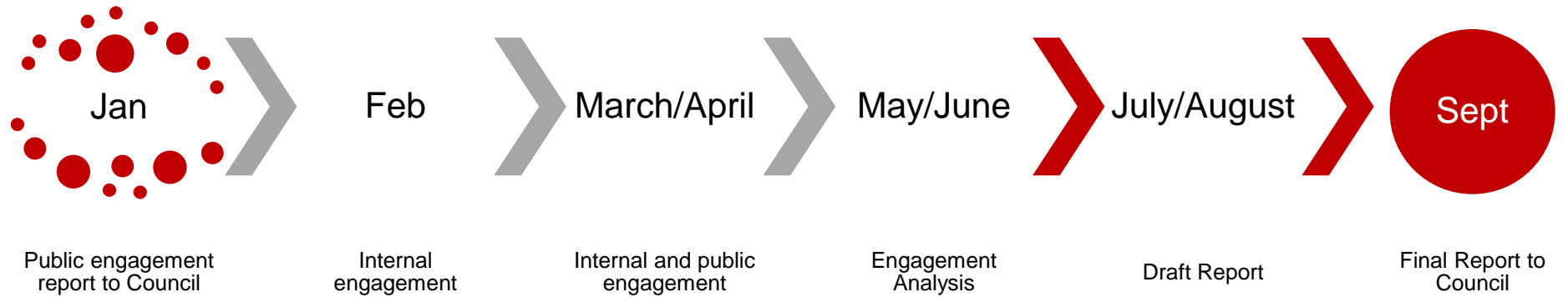
In-person engagement (Pop-up events):
- Meets the needs of those who prefer to provide in-person or are unable to do-so online;
- Goes to where the people are (e.g., parks, City facilities, partner facilities, malls);
- Introduces the project to people who would otherwise not be aware of it; and
- Provides an opportunity for those who are aware to provide input in-person.

Targeted engagement opportunities (Online or scheduled meetings):
- Allows specific groups (e.g., school boards) the ability to answer specific questions;
- Separate sections of the online portal can include engagement questions specific to targeted groups (e.g., community associations)

Internal engagement will also take place focused on Members of Council, their staff, and senior administration. Tactics will include meetings, surveys and drop-in session formats.

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Engagement Timeline

Jan	Feb	March/April	May/June	July/August	Sept
Public engagement report to Council	Internal engagement	Internal and public engagement	Engagement Analysis	Draft Report	Final Report to Council

Engagement Tactics

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.	• General public	• Convenient and accessible for many Calgarians • Central location for information about the engagement
Questionnaires on the Engage portal (online)	Brief questionnaires embedded in the Engage portal project page. Separate sets of questions tailored to each target audience.	• General public • Business owners/operators • Volunteer organizations	• Convenient and accessible for many Calgarians • Cost-effective

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Tactic*	Description	Targeted Audiences	Rationale
Private questionnaires (online)	Brief questionnaire sent via email to targeted audiences (as opposed to posted publicly on the portal page). Email invitations to participate can include a brief explanation to participate, a link to the portal page for more information and a link to a password-protected online feedback form and the password.	• Community Associations • Other groups as determined	• By using a private link, which is possible when we have email addresses for members of the targeted audience(s) or contacts to facilitate distribution of an email, we are better able to restrict access to only those intended to answer the questions • A convenient way to provide input • Cost-effective
Virtual meetings	Virtual meetings to provide the opportunity for the Ward Boundary Commission members to speak directly with school board trustees or other representatives.	• Calgary Board of Education • Calgary Roman Catholic Separate School District • Business community representatives	• Provides audience with a private opportunity to speak openly with Commission Members about the project. • More convenient than meeting in person. • Cost-effective.
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. One pop-up event per city quadrant and one in the downtown area.	• General public	• 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

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