

## City Building Program – Engagement Summary

The City Building Program (the Program) covers a wide range of topics and continues to engage a diverse group of participants. A multi-faceted approach is used to gather input from all identified interest holders at appropriate times and in accessible ways, ensuring the experiences of Calgarians are reflected in the final deliverables.

Throughout the process, Calgarians have shared their hopes, challenges and vision for the city. While areas for improvement have been identified in each phase, feedback has generally supported the Program's goals and approach. The Program is currently in Phase 4 of the engagement process, which will help shape the next year of education and engagement on the draft Zoning Bylaw and ensure our efforts align with the vision Calgarians have for their city.

### Phases of engagement

To date, the [engagement process](#) has included four phases.

- [Phase 1](#): Where are we going? (2023 October 23-December 3)
- [Phase 2](#): How are we going to get there? (2024 January 29-March 3)
- [Phase 3](#): What comes next for the Calgary Plan? (2024 June 24-July 21)
- [Phase 4](#): What comes next for the Zoning Bylaw & Street Manual? (2024 September 23-October 20)

Detailed What We Heard reports from these phases are available on the pages linked above.

Due to the unique nature of engagement with Indigenous peoples and communities, our Indigenous engagement stream followed a parallel approach that was not phased as outlined above. Details on the results of our efforts are provided below (*see Indigenous Nations and peoples*).

**Evolving our Approach** - Throughout our engagement, we have made adjustments to our engagement approach and timelines based on suggestions we have received. This included additional office hour sessions with community organization in Phase 2, changes to workshop design in Phase 4 and the decision to extend our timelines for the draft Zoning Bylaw to better accommodate industry and community involvement and testing.

### External Engagement Streams and Update

Engagement efforts were divided into five streams to ensure a comprehensive approach and provide different groups with information and discussions tailored to their level of knowledge and interest in the project. The streams are listed below, followed by an update.

**General Public** - Tactics and communications were designed to be broad, accessible and geographically diverse.

Over the first three phases of engagement, we held 36 in-person events with over 3,000 participants, had over 20,500 visitors to the project's Engage Portal site and received more than 2,900 online responses across 13 surveys. We spread our events geographically around the city so Calgarians had the opportunity to participate close to home.

Following each phase of engagement, we evaluated our performance to understand where we succeeded in reaching Calgarians and where we could make our program more accessible. This led to changes such as taking engagement events to busier public locations, adjusting our communications tactics to improve geographic and cultural reach and refining our survey design to make it more accessible and easier to navigate.

**Equity-denied Communities** - Engagement focused on underrepresented and historically marginalized populations in Calgary. The goal is to build trust, understand lived experiences and generate solutions.

The approach to meaningfully reaching and involving equity-denied communities centred on working with organizations that already have established relationships in the community. Given that the intent of equity-focused engagement was to reach new audiences, this process did not follow the same structure or phased schedule as the public and interested party engagement streams. Instead, activities were developed for (and with) each community partner to bridge specific barriers for the audience.

From 2023 November through the end of Phase 3, we had over 400 participants at our equity-focused engagements. These included community pop-ins, walking tours, workshops, roundtables, community champion chats and Fair Entry intercept interviews. Additionally, we spoke to over 560 youth at our Mayor's Environmental Expo booth.

**Indigenous Nations and peoples** – Engagement with Indigenous Nations, including the Blackfoot Nations of Siksika, Piikani, Kainai, and Amskaapipiikani, the Îethka Nakoda Wîcastabi First Nations of Chiniki, Bears paw, and Goodstoney, the Tsuut'ina First Nation, and the Métis Nation of Alberta, Regions 5 & 6. We also met with urban Indigenous peoples and groups. This strengthens relationships, reflects community priorities and incorporates Indigenous knowledge.

Due to the unique nature of engagement with Indigenous Nations and peoples, and their distinctive and inherent connection to the land, Indigenous engagement operated parallel to but separate from the rest of the engagement process. Activities included five broad gatherings that began with a ceremony, one-on-one meetings and small targeted group discussions. The engagement also involved collaboration, live editing and validation of the knowledge shared, including how input informed policy. A key focus of engagement with Indigenous Nations and peoples was taking the time needed to build relationships, trust and accountability. This is an ongoing effort that will continue beyond this specific project.

**Interested Parties** – Engagement with organizations and representatives expressing specific interest in one or more aspects of the project. These groups provide valuable subject matter expertise to the City Building Program.

Since the launch of the City Building Program last year, we have engaged nearly 500 individuals across nearly 100 organizations. We held a variety of opportunities, including introductory and informational webinars, in-person and online workshops, direct interviews with organizations and co-hosting workshops with community and industry groups.

**Internal City Staff** - Engagement with City of Calgary employees and partners who will influence or use the deliverables from the City Building Program. This stream ensures internal alignment and collaboration.

## Summary of Interactions

Phase	General Public	Interested Parties	Equity-denied Communities
1	Over 2,418 total participants online and in-person 4,434 online portal visitors accessed information about the project <a href="#">What We Heard Report</a>	Nearly 500 individuals representing close to 100 different organizations total of 54 community organization representatives across five workshop sessions	Over 400 individuals participated in equity-focused engagements between 2023 November and 2024 April. <a href="#">Phase 1 &amp; 2 Equity-denied Communities What We Heard Report</a>
2	Over 1,380 total participants online and in-person 7,241 online portal visitors accessed information about the project <a href="#">What We Heard Report</a>		
3	Over 2,150 participants online and in-person 8,836 online portal visitors accessed information about the project <a href="#">What We Heard Report</a>	Two industry workshops with a total of 62 participants Three interested parties' lunch & learns with 36 participants Two Calgary Plan office hours with five total participants including Community Associations and interested organizations	Over 230 participants at eight focused events Included in public Phase 3 <a href="#">What We Heard Report</a>
4	In progress Engagement Tactics: City Engage Portal page Online survey two virtual webinars two virtual workshops five in-person workshops Reddit AMA	Invitation to participate in workshops Additional co-hosted opportunities	Invitation to participate in public engagement Additional co-hosted opportunities