

Applicant Outreach Summary



Community Outreach on Planning & Development Applicant-led Outreach Summary

Please complete this form and include with your application submission.

Project name: The Mustard Seed Foothills Shelter Temporary Relocation

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

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

Yes

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)

The overall strategy for engagement is to stay consistent with The Mustard Seed engagement plans in other cities, by providing information, opportunities for feedback and follow-up. The Mustard Seed (TMS) will be responsible for communication with immediate neighbours and various stakeholders about our proposed plans.

On January 27, 2025 we went door to door in the area around the proposed site providing them with information and opportunity to provide feedback. We contacted the businesses from 68 Street SE, north to 61 Street SE between 52 Ave SE to 57 Ave SE.

We have also been in communication with Councillor Carra and city hall regarding this project.

Affected Parties

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

We contacted neighboring businesses from 68 Street SE, north to 61 Street SE between 52 Ave SE to 57 Ave SE.

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What did you hear?

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

Concerns About Guests' Behavior:

Hesitations about potential issues arising from guests. Assurance provided that this is a sober shelter, with regular perimeter checks in place. Option to connect with the Shelter Manager for concerns.

Previous Negative Experiences: Reference to challenges at a previous store on 17 Ave. Acknowledgment of uncertainty and hesitation about the shelter's impact, though recognizing the decision is final.

Safety Concerns: Worry about incidents involving a nearby lake and potential risks with guests.

Interest in Volunteering: Inquiries about ways to get involved as a volunteer.

How did 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.

Feedback about past challenges in other areas of the city highlighted the need to acknowledge community hesitations and build trust through consistent engagement, transparency, and proactive problem-solving. This likely informed strategies to strengthen community relationships, which we will continue to do throughout the duration of the project.

How did you close the loop ?

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

We are currently using a tracking spreadsheet with all internal stakeholders detailing all of the businesses we connected with in person, the handbill we provided, noted their feedback.

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