

Engagement Summary Report

A comprehensive communications and engagement strategy was developed by Customer Service & Communications to facilitate multiple touch points and ensure inclusivity for all who wanted to provide input and learn about the Rundle Area Master Plan (RAMP).

For this project, a multi-phased engagement approach was used that included multiple points of engagement and information sharing, with a variety of in-person and online opportunities provided between 2017 December and 2017 November.

The goals of the phased approach and overall engagement program were to:

- Inform the community about the Master Plan and The City's planning process
- Gather a high-level understanding of issues and concerns of citizens and stakeholders in the area, to better inform the Master Plan and to determine future phases of engagement
- Provide opportunities for information sharing and feedback in a language and platform accessible to all stakeholders in the area
- Ensure that the final Master Plan reflected the community's input, aspirations, and concerns to the greatest extent possible

Engagement Overview

Over the course of a three-phase engagement program for the Rundle Area Master Plan, Administration engaged with residents of Rundle and surrounding communities, at five in-person public events (included an open house, design workshop and charrette) and through three separate online opportunities. Face-to-face meetings and workshops were also conducted with landowners and other key stakeholders impacted by the Rundle Area Master Plan.

Overall, there was a high level of interest in the Master Plan and a wide range of input was received from the community throughout the engagement program.

Phase One: Project Introduction

In 2016 December, an open house was held to introduce stakeholders to the project and to familiarize them with the elements of a Master Plan and The City's planning process in general. The goal of Phase 1 was to introduce stakeholders to the project and familiarize them with the potential elements of a Master Plan, and to determine how stakeholders wanted to be engaged throughout the process. Online opportunities were also offered to those who preferred to be engaged through the website.

Promotion for the December 2016 open house included:

- Pop-up events:
 - o Rundle Community Association Christmas Craft Sale
 - o Rundle LRT Station
 - o Cineplex Odeon Sunridge Spectrum Cinemas
 - o Sunridge Mall

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- Drop-in sessions:
 - o Two sessions were held at the Rundle Community Association Hall on December 1 and 3, 2016.
 - o 67 people attended and 13 feedback forms were collected.
- Online survey that ran from December 1-14, 2016.
- Meeting with commercial landowner stakeholders:
 - o One meeting was held in November of 2016.

Phase One: What We Heard

Some of the main themes that emerged through the comments gathered in phase one included that:

- Citizens were willing to provide The City with up to 30 minutes of their time for engagement activities, stated that English was the preferred language and wanted online and in-person activities.
- Citizens enjoy the convenience of the plan area, with easy access to services and shopping in a low-density area.
- Citizens expressed a desire for improvements in the area and identified opportunities to improve 36 Street NE and the design of the LRT. They also expressed a desire for additional green space and pathways.

Phase Two: Issues and Opportunities

Phase Two of the engagement process took place from 2017 March to 2017 July and was the most extensive and detailed portion of the process. The overall objective was to provide the community with an opportunity to share their thoughts and ideas on various topics for the future of the area. Through multiple different face-to-face and online opportunities, citizens were able to provide feedback on numerous topics, including:

- Improvements to streets, pedestrian amenities and public spaces
- Appropriate building heights and forms throughout the study area
- Shaping the future pedestrian environment along 36 Street NE
- Overall concepts for what the area could be like in 25 years

The activities, purpose and timing for Phase two are outlined below.

Phase	Activity	Date	Purpose	Attendance and feedback
2.1	Community workshop	March 4, 2017	Gather ideas for area improvements, feedback on potential building heights, and sketch a long-term vision for the area.	<ul style="list-style-type: none"> • Approximately 60 people attended. • Attendees stayed, on average, for over 30 minutes.
	Online questionnaire	March 4 - 18, 2017		<ul style="list-style-type: none"> • More than 1,000 people visited the site.

Phase Two: What We Heard

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				<ul style="list-style-type: none"> • 25 completed questionnaires were received.
2.2	Open house	May 30, 2017	Gather feedback on draft land use/development concepts for the area and potential area improvements.	<ul style="list-style-type: none"> • Approximately 60 people attended the open house. • 45 written comments • 56 preference dots
	Online questionnaire	May 30 – June 14, 2017		
2.3	Design charrette	July 22, 2017	Identify aspirations and goals for the future of the area and identify current problems. Have participants work collaboratively in groups to develop long-term visions for the area.	<ul style="list-style-type: none"> • 45 people attended the three-hour event. • Over 250 gains and pains submissions were received. • 6 future development concepts were created.
	Report back meeting	July 26, 2017	Report back on the findings of the design charrette and answer questions about how the findings can be incorporated into the Master Plan.	

Some of the main themes that emerged through the comments gathered in Phase Two were:

- Mobility
 - Improve the pedestrian environment within the entire area
 - Improve pedestrian connections and add overpasses/underpasses across 36 St. N.E.
 - Improve traffic flow and circulation
- New development
 - Provide new small-scale neighbourhood retail options within the area (coffee shops, etc.)
 - Locate taller buildings away from the single family neighbourhood and new housing and mixed-use development on the Sunridge site
 - Do not add any new development or density
 - Maintain options for single family housing
- LRT
 - Tunnel or raise the existing LRT line
- Parks and open space
 - Provide more parks and public space
- Safety

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- Improve safety in the area

Phase Three: Information Sharing

An in-person information session was held on November 1 at Rundle School to share the draft Master Plan, a summary of public engagement and a summary of what was heard and how it was included in the draft Master Plan. Participants had the opportunity to comment on whether or not they agreed with the vision and core ideas, the building blocks map, the building heights map, and the Master Plan in general.

Phase Three: What We Heard

Some of the high level themes that emerged through the comments included:

- Vision
 - Citizens agree with the vision for the area and look forward to seeing revitalization of the area
- Traffic
 - Citizens are concerned about traffic and the impact that density could have on 36 Street NE
- Pedestrian safety
 - The importance of safe pedestrian crossings was reiterated and citizens made suggestions for improvements
- Heights and density
 - There are concerns about proposed building heights and preferences for smaller-scale redevelopment

Communications and Outreach Overview

A comprehensive communications plan was developed to support the engagement strategy. Communications included online, in person and printed materials in advance and during the engagement process. The communications tactics used were informed by the feedback received online and in person. Due to the diversity of the Rundle population, translation services were provided through the first phase and phase 2.1 and 2.2, including having five translators on-site and translated feedback forms and engagement materials. Due to the lack of uptake on these materials, and feedback from the first open house, materials and communications were provided in English only at subsequent events.

On-going tactics employed throughout the life of the project included:

- A project specific website (calgary.ca/rundle) that shared information and background about the Master Plan. The website also includes a summary of previous engagement activities, project updates and notice about upcoming activities taking place;
- Email updates that were distributed to stakeholders who signed up for the project list, which shared on-going project information and engagement details; and
- Regular and on-going communications with the Community Association and major land owners in the area.

For each phase of engagement, the following communications tactics were employed to promote participation in the activities:

- Twitter and Facebook advertisement campaigns;

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- Large traffic signs placed near busy roadways and intersections in and around the plan area;
- Post card mail outs to surrounding area residents;
- Posters and sandwich boards distributed throughout the community in highly visible areas; and
- Interviews and social media promotion on ethnic radio platforms.