Engagement Strategy At-a-Glance Municipal Development Plan and Calgary Transportation Plan Review

- Phase 1 Engagement is a three-stage process.
- Process is iterative and responsive—stakeholder input and feedback from one stage informs the next.
- Output(s) from each stage will be a combination of City expertise and stakeholder input.

Engagement Stage I (February - March 2019)

Engagement Stage II (March - early August 2019) Engagement Stage III (August to September 2019)

Throughout: Educate & Inform

Purpose: Help stakeholders and Calgarians develop a common understanding of Calgary's plan for the future and the information they need to participate. Conclude with sharing outcomes, how the input was used and next steps. **How:** Information sessions and a broad-reaching online education and information campaign.

Step 1 Discuss

Purpose: Work with stakeholders to understand issues and opportunities within the MDP/CTP framework.

How: Face-to-face meetings, surveys where applicable.

Step 2 Discover

Purpose: Discuss where we want to go, how far we've come, barriers and ideas for removing barriers

How: Face-to-face meetings, surveys where applicable.

Step 1 Discover

Purpose: Work with stakeholders and the general public to identify ideas to address issues and opportunities, and explore the long-range implications and trade-offs of those ideas.

How: Small group discussions and online.

Step 2 Evaluate

Purpose: Work with stakeholders to evaluate and refine the preliminary update actions based on how well each action meets the joint project goals.

How: Small group discussions and online.

Step 1 Finalize

Purpose: Ask stakeholders how well they can see input reflected in the final actions and recommendations to Council for approval.

How: Information sessions and evaluation survey.

Step 2 Measure

Purpose: Evaluate effectiveness of Stage 1 education campaign.

How: Survey.

Expected outcomes/outputs

- Improved understanding of Calgarians' vision for our future; MDP/CTP Key Direction and Sustainability Principles among stakeholders and the general public.
- **Set of project goals** based on stakeholder input on issues and opportunities.

Expected outcomes/outputs

- Stakeholder ideas prioritized by Project Team, based on benefits; Ideas moving forward for refinement, and those not moving forward and why.
- Stakeholder evaluation of ideas against MDP/CTP principles and project goals.

Expected outcomes/outputs

- Final recommendations to Council for approval.
- Stakeholder evaluation of engagement process.

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