

## Engagement Summary Report

### International Avenue Final Engagement Summary Report for Calgary Planning Commission

#### Stakeholder Engagement, Research and Communication

Following Calgary Planning Commission, notifications for Public Hearing of Council will be mailed out to land owners. In addition, Commission's recommendation, the date of the Public Hearing will be advertised.

#### City-led engagement

##### Engagement Overview

A 2-phase engagement and communications strategy was developed to facilitate meaningful opportunity for engagement with in-person and online opportunities. The Engage Spectrum level for this project is Listen and Learn which is defined as "We will listen to stakeholders and learn about their plans, views, issues, concerns, expectations and ideas."

Stakeholders were asked to review the proposed revisions to the Southeast 17 Main Street ARP and share their thoughts. The public was also asked to review the proposed land use districts and consider the balance of Commercial and Residential uses. Stakeholders were also able to share any other ideas or comments on the information provided.

Between November 2017 and February 2018, we offered the following engagement opportunities:

- Online Survey, November 16 to December 11, 2017
- Information Café, November 29, 2017
- Online Survey, January 31 – February 14, 2018
- Information Session, January 31, 2018

Over the course of The City's phased engagement program we collected over 400 comments and ideas from approximately 195 citizens.

#### What we heard/ what we did

Citizens provided a diversity of comments through all phases of engagement and the main themes identified by citizens across all phases have been highlighted in the chart below including a response in how this feedback was used by The City to inform the draft policy plan.

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What we heard (Issue or opportunity identified)	What changes were made
Areas for increased density	The proposed increase in density in the Plan fully aligned with the outcome from several public engagement sessions with the community in 2010.
Bus Rapid Transit on 17 Ave SE	BRT's construction implication is outside the scope of the policy work. The BRT construction work is expected to be finalised by the end of 2018.
Density is too restrictive	The density is proposed in specific locations, mainly around the major transit hubs as per the public engagement and charrettes to avoid any negative implication to the existing residential urban fabric. The Plan also proposed transition areas.
Concern regarding pedestrian safety	The Plan includes several policies that enforce the outcome of safe pedestrian realm.
Concerns regarding traffic congestion	The transportation modeling for the Plan Area is built to accommodate the proposed density. The Mobility section in the Plan includes policies that are designed to prevent congestion and it includes specific parking framework to avoid future implications on the Main Street.
Concerns regarding general safety within the plan area	The plan promotes the use of Crime Prevention Through Environmental Design (CPTED) policies in all developments in the area aiming to help promoting public safety.
Desire for increased clarity in the information provided and the use of plain language in the plan	The plan has been reviewed and edited to improve clarity.
Concerns regarding transition from existing development to future redevelopment envisioned in the plan	The proposed land use districts are fully aligned with the outcome of all public engagements.

### Communications overview

A communications plan was developed to inform the community about the project and the engagement opportunities. The tactics used to inform the public on an ongoing basis included:

- Project specific engage portal page ([engage.calgary.ca/17AveSE](http://engage.calgary.ca/17AveSE))

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- A postcard was sent advising of a two-part input and information session for your main street area to discuss options for growth with City planners.
- A letter was sent to advise residents of the two events and surveys.
- Social media advertising was used to promote the events and surveys.

The following communications tactics were employed to promote participation in each phase of our engagement program:

- Communication with the local area Councillor
- Facebook advertisement to area residents

### Full engagement reports

The full What We Heard Reports from each phase with verbatim comments can be found here:

- Phase one engagement: [What We Heard Report](#)
- Phase two engagement: [What We Heard Report](#)