## 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.		
<ul> <li>Step 1 Discuss</li> <li>Purpose: Work with stakeholders to understand issues and opportunities within the MDP/CTP framework.</li> <li>How: Face-to-face meetings, surveys where applicable.</li> </ul>	Step 1 DiscoverPurpose: Work with stakeholders and the generalpublic to identify ideas to address issues andopportunities, and explore the long-range implicationsand trade-offs of those ideas.How: Small group discussions and online.	<ul> <li>Step 1 Finalize</li> <li>Purpose: Ask stakeholders how well they can see input reflected in the final actions and recommendations to Council for approval.</li> <li>How: Information sessions and evaluation survey.</li> </ul>
<ul> <li>Step 2 Discover</li> <li>Purpose: Discuss where we want to go, how far we've come, barriers and ideas for removing barriers</li> <li>How: Face-to-face meetings, surveys where applicable.</li> </ul>	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.	<ul> <li>Step 2 Measure</li> <li>Purpose: Evaluate effectiveness of Stage 1 education campaign.</li> <li>How: Survey.</li> </ul>
<ul> <li>Expected outcomes/outputs</li> <li>Improved understanding of Calgarians' vision for our future; MDP/CTP Key Direction and Sustainability Principles among stakeholders and the general public.</li> <li>Set of project goals based on stakeholder input on issues and opportunities.</li> </ul>	<ul> <li>Expected outcomes/outputs</li> <li>Stakeholder ideas prioritized by Project Team, based on benefits; Ideas moving forward for refinement, and those not moving forward and why.</li> <li>Stakeholder evaluation of ideas against MDP/CTP principles and project goals.</li> </ul>	<ul> <li>Expected outcomes/outputs</li> <li>Final recommendations to Council for approval.</li> <li>Stakeholder evaluation of engagement process.</li> </ul>
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