

Communications & Engagement Strategies

Council Direction: 5. Implement a suite of engagement strategies to enable public engagement throughout all stages of public art projects;

6. Dedicate communications and engagement resources to maintain to ensure ongoing, timely, information for the public;

7. Direct Administration to work with the external consultant to engage with members of Calgary's arts community, including but not limited to, members of the Calgary Public Arts Alliance and Calgary Arts Development Authority.

All stakeholder groups identified Communication and Engagement as a major area of improvement for The Public Art Program (The Program). To address gaps, public participation and communication activities will be provided from concept to completion for the duration of a project and incorporate the following objectives:

- **Engagement:** Collecting citizen feedback to influence location, design and implementation of public art projects across Calgary
- **Outreach:** Ongoing communications to citizens, through a variety of channels, to build awareness and buy-in
- **Education:** Working with communities and institutions to further the understanding of art in Calgary including educational programs and events

As identified in a 2018 online survey regarding the Public Art Program, Calgarians indicated they would like to be involved in the following three areas: concept selection, artist selection and jury panel selection. Administration will continue to work with the general public and the artist community to better understand when and how to appropriately engage the public in these and other relevant activities.

As per Council's direction, Administration has been able to dedicate two resources funded through The Program, as of 2018 December.

Next steps

Ongoing: Measure and collect data on current engagement and communications practices.

Q2 – Q3 2019: Engage the general public and key program stakeholders to understand when and how to appropriately include public participation in public art projects.

Q4 2019: Build a communications and engagement strategy based on information gathered at stakeholder meetings.

Q1 2020: Report back on these activities to Council.