

Engagement Summary

Phase 1: Envision

This phase was focused on looking back at the past, understanding the present and envisioning the future of the area.

In addition to broad public outreach and engagement, meetings and engagement took place with targeted groups starting in December 2022 and through to September 2023.



What We Heard

Detailed information about all outreach and engagement activities can be found on the subsequent pages and within the **Phase 1 What We Heard Report** at calgary.ca/Chinook

Awareness building, education and engagement took place with the general public from April 18 to May 23, 2023, resulting in:

Total **ADS DISPLAYED**
2.4M+

Total **INVOLVED**
10,500+

Total **ENGAGED**
300+

Total **CONTRIBUTIONS**
800+

Building Awareness

Tools used to build awareness of the project and opportunities to get involved included:

- Education and engagement booklets mailed directly to all homes and businesses in the area.
- Engage Stations were also installed to raise awareness and provide additional education and engagement booklets to community members.
- Large-format signs located in high-traffic areas.
- Two waves of geo-targeted social media ads (Facebook, Twitter, Instagram, Nextdoor).
- Digital ads/billboards located at Chinook CTrain Station and Blackfoot Trail.
- Geo-targeted video ads on YouTube.
- Geo-targeted ads on high-traffic websites.
- Two-page advertisement in the local community newsletters.
- English and translated (Arabic) information boards at Insect Park.
- Email updates to project subscribers.
- Communications toolkits provided to local community associations and Ward Councillors to make it easy to help spread the word through their established communications channels and networks.

“This area is rich in terms of the maturity of landscapes and trees, has always been single family and has afforded families through all stages to stay active and engaged.”

— Participant

Focus of Engagement

This phase was focused on the creation and refinement of the first chapter of the local area plan. Engagement was focused on looking back at the past, understanding the present and envisioning the future of the area.

Topic 1: PAST – the area’s history and roots

Topic 2: PRESENT – the area as it exists today

Topic 3: FUTURE – the next 30 years

An Initial Draft of **Chapter 1** of the local area plan was also available for review and feedback.



Opportunities for Involvement

Public education and engagement booklets – magazine-style education and engagement booklets mailed to all households and businesses in the Plan area with the opportunity to respond and mail back the feedback form (pre-paid return postage provided). Booklets were also available for pick up at seven engage stations through the Plan area.

Online public engagement – opportunity to provide feedback online via desktop or mobile device.

In-person public engagement – opportunity to meet the project team face-to-face, asked questions and provide feedback.

Virtual public engagement – multiple opportunities to meet the project team online, ask questions and provide feedback.

Working group sessions – multiple sessions where the working group and project team were able to dig deeper into discussions related to asset mapping, vision and core values and potential focus areas for growth.

Community association sessions – multiple sessions for community association members to learn more, ask questions and provide feedback.

Development industry session – a session for industry members to learn more, ask questions and provide feedback.

"I love being able to walk around the neighbourhood to grab groceries or a coffee. I like the development of residential buildings being constructed in the area."

— Participant

"I was born and raised in the community and want to preserve it as a single-family community."

— Participant



Engagement Timeline

Phase 0: DISCOVER

(pre-project research, awareness building and knowledge transfer)

NOTE: Phase 0 outreach efforts not included in Phase 1 engagement summary above.

Prior to the project's official launch with the community, a number of meetings and walking tours with local community leaders such as community association representatives, institutional representatives and others were held to share information and get to know each other.

December 5, 2022	●	Walking Tour with Elboya and Britannia Community Association Representatives
December 12, 2022	●	Walking Tour with Windsor Park Community Association Representatives
February 2, 2023	●	Walking Tour with Meadowlark Park Community Association Representatives
March 2, 2023	●	Community Association Meeting 1 (virtual)
March 16, 2023	●	Community Association Meeting 2 (virtual)
March 21, 2023	●	Walking Tour with Mayfair and Bel-Aire Community Association Representatives

Phase 1: ENVISION

(focused on looking back at the past, understanding the present and envisioning the future of the area)

April 18, 2023	●	Community Association Session #1 (virtual)
April 18 – May 23	●	Engagement Booklets Mailed to Residents/Businesses Engagement Booklets available for pick up at Engage Stations Online engagement open for feedback Working Group Applications accepted
April 25, 2023	●	Community Association Session #1 (in-person)
April 26, 2023	●	Development Industry Engagement Session
May 2, 2023	●	Public Engagement Session (in-person)
May 9, 2023	●	Public Engagement Session (virtual)
May 15, 2023	●	Public Engagement Session (virtual)
May 25, 2023	●	Walking Tour with Parkhill Stanley Park Community Association Representatives
June 15, 2023	●	Working Group Engagement Session 1: Asset Mapping (Parkhill Stanley Park Community Association)
September 12, 2023	●	Working Group Engagement Session 2: Vision & Core Values (virtual)
September 28, 2023	●	Working Group Engagement Session 3: Focus Areas for Growth (virtual)

"I love the abundance of local businesses and walkable parks, schools, and other infrastructure."

— Participant

"The main challenge my area is currently facing would be safety, it happens to be centrally located and with that comes people who are down on their luck or facing some form of drug addiction."

— Participant

"We love the parks because it is a very convenient place to revitalize and recreate in a beautiful setting (next to a river with view of the mountains)."

— Participant

"I love the community's location and accessibility to nearby amenities. I love it because, as I cycle as often as I can, I find (for the most part) there are many pathways to use as alternatives to driving."

— Participant



What We Heard and How Feedback Was Actioned

This phase was focused on the creation and refinement of the first chapter of the local area plan. Engagement was focused on looking back at the past, understanding the present and envisioning the future of the area.

Key Themes Heard

Key themes heard from participants through the first phase of the project included:

PAST:

What is important for people to know about the area's history?

- Heritage Buildings/Culture
- Natural Spaces/Tree Canopy
- Single Family Community

PRESENT:

What do you love about the area and your community and why?

- Parks/Open Spaces/Trees
- Good Amenities/Services
- Walkability/Biking/Mobility/Transit

PRESENT:

What are the challenges your area is facing and why?

- Safety, Crime, Traffic & Parking Concerns
- Density
- Homelessness/Drug Use

FUTURE:

What's important to you and for future generations when thinking about how the area could evolve in the next 10-30 years and why?

- Walkability/Mobility/Public Transit
- Green Spaces/Tree Canopy
- Low Density

"As I try to bike as much as possible, I think the constant improvement of the cycling network will serve as a way to improve the area and be more sustainable in the long run."

— Participant



What We Heard

Additional information can be found within the **Phase 1 What We Heard Report** at calgary.ca/Chinook

Key Changes Made

How Feedback Was Actioned

Overall, feedback was used to refine the first chapter of the local area plan including refining the history section, refining the current context section and creating the draft Vision & Core Values. Input was also used to inform initial potential focus areas for growth and development policies for review and discussion in the next phase of engagement.

Key changes made to the draft Chinook Communities Local Area Plan (Plan) based on feedback included:

1. Chinook Communities' Plan boundary has been amended.

Based on the public feedback received in Phase 1, the Chinook Communities' Plan boundary has been amended to include the 39 Ave. LRT Station and nearby area. The Plan boundary was amended to recognize the potential for Transit-Oriented Development in proximity to amenities and destinations as a key community characteristic identified in Chapter 1: Visualizing Growth. The draft vision recognizes the Red Line transit station areas and the Macleod Tr. S./S.W. Main Street as focal points supported by the draft core values to drive decision-making and policy development throughout the Plan.

2. Additional research on diverse histories, culture and heritage buildings.

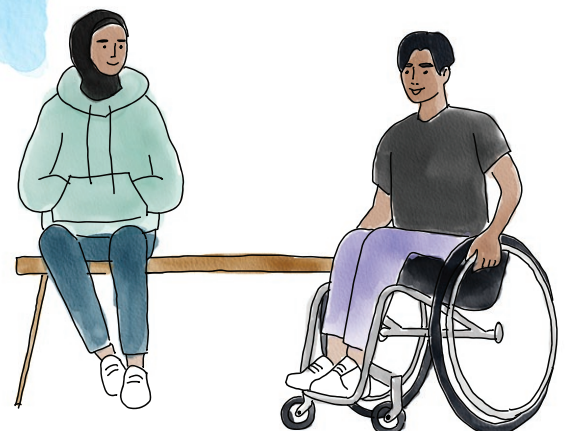
To supplement the history section developed in draft Chapter 1, additional research into local histories for Black, Indigenous, (and) People of Colour (BIPOC) was included in response to feedback received. Additional opportunities to explore incorporating diverse local histories for the Chinook Communities will continue as the Plan is developed.

3. Enhancing and improving healthy and thriving natural areas.

In response to public feedback, the draft Plan includes Parks, Open Spaces, and Natural Areas as a draft core value that is specific to enhancing and improving parks, open spaces, and natural areas to create inclusive and programmable spaces for all ages, abilities and seasons with a focus on protecting natural areas along the Elbow River, Glenmore Reservoir and Stanley Park. The draft Plan will continue to prioritize suggested parks and open space improvements that will inform the work in subsequent phases for the Chinook Communities.

"Integration of businesses and residential through mixed use zoning to facilitate an interconnected community and to allow walkability."

— Participant



4. Increasing the walkability, mobility and opportunities to access public transit in the area.

In response to public feedback, the draft Plan includes Mobility Choices and Transit-Oriented Development as draft core values that are specific to improving Macleod Tr. S./S.W. as the main corridor while encouraging complementary mobility connections throughout the Plan that include safe, comfortable, and equitable year-round mobility options for pathways, cycling, wheeling, and walking. Proximity to amenities and destinations is highlighted as a key community characteristic in Chapter 1 and will be further built upon in subsequent phases of the Plan. Increased density near Transit-Oriented Development and enhanced public spaces for pedestrian activity along Main Streets close to a unique mix of residential, commercial and employment opportunities will further enhance mobility choices and access to public transit in the area.

"I think that having a better urban fabric which includes: walkability, transit, bike infrastructure, community gathering spaces, public art, and parks. As of right now the inner city just kinda unravels as it gets closer to the suburbs and industrial area."

— Participant



"This rate of development is unsustainable + will lead to congested/suffering natural areas, higher infrastructure maintenance costs and lower property values (everyone suffers)."

— Participant



5. Enhance the pedestrian experience and proximity to goods, services and amenities.

In response to public feedback, the draft Plan includes Main Streets as a draft core value that supports a broad range of mixed-uses, placemaking initiatives and enhanced connections within the Macleod Tr. S./S.W. and 50 Ave. S.W. Main Streets that create well-integrated links to other key nodes and corridors, such as Elbow Dr. S.W., 58 Ave. S.W and 61 Ave. S.W. The draft core value will inform the approach to potential focus areas for growth in Phase 2: EXPLORE and guide the policy development for Mobility and Area Specific Policies for Main Streets to enhance the pedestrian experience and public space while supporting medium to high levels of pedestrian activity.



What We Did

Additional information about key changes made can found within the **Phase 1 What We Did Report** at calgary.ca/Chinook