

# 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/Shaganappi](https://calgary.ca/Shaganappi)

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

Total **ADS DISPLAYED**  
**2M+**

Total **INVOLVED**  
**19,800+**

Total **ENGAGED**  
**510+**

Total **CONTRIBUTIONS**  
**1,400+**

# 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.
- Engagement 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).
- Advertisements on digital screens located at Market Mall.
- Geo-targeted video ads on YouTube.
- Geo-targeted ads on high-traffic websites.
- Full page advertisement in the local community newsletters.
- Translated radio advertisements on Fairchild Radio.
- English and translated (Mandarin, Arabic, Persian/Farsi) information boards at Foothills Aquatic Centre.
- 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.

**“Accessibility will be key as there is a lot of aging population in these areas. Also plans to bring young families to these communities. They need schools, transportation options, and affordable homes. I’d hate to see another dead community.”**

**— 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 engagement 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.

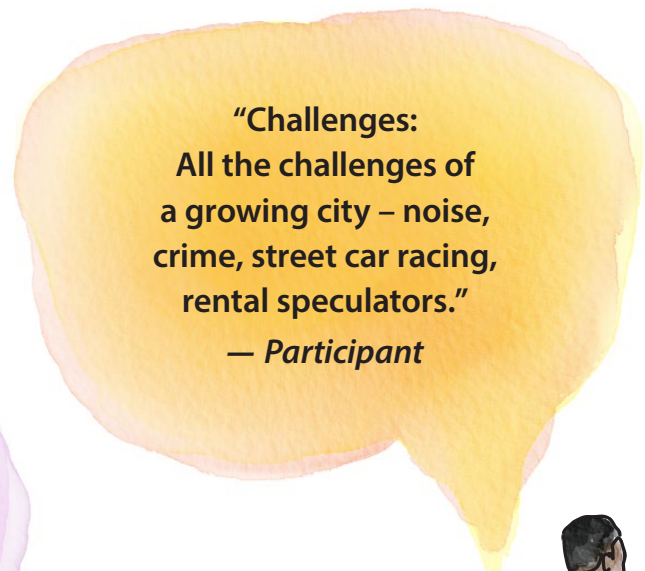
**Working group sessions** – multiple sessions where the working group and project team were able to dig deeper into discussions related to asset mapping, vision and core values and potential focus areas for growth.

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

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



**"It's important to find pockets where you can increase density and not just put it on main roads etc."**  
— Participant



**"Challenges:  
All the challenges of  
a growing city – noise,  
crime, street car racing,  
rental speculators."**  
— 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 other were held to share information and get to know each other.

December 8, 2022	●	Walking Tour with University Heights Community Association Representatives
January 5, 2023	●	Walking Tour with Parkdale Community Association Representatives
February 28, 2023	●	Community Association Meeting 1 (virtual)
March 1, 2023	●	South Shaganappi Area Strategic Planning Group Meeting (virtual)
March 7, 2023	●	Community Association Meeting 2 (virtual)
March 20, 2023	●	Walking Tour with Varsity Community Association Representatives

## Phase 1: ENVISION (focused on looking back at the past, understanding the present and envisioning the future of the area)

April 5, 2023	●	South Shaganappi Area Strategic Planning Group Meeting
April 18 – May 23	●	Engagement Booklets Mailed to Residents/Businesses
		Engagement Booklets available for pick up at My Idea Stations
		Online engagement open for feedback
		Working Group Applications accepted
April 24, 2023	●	Community Association Session (in-person)
May 3, 2023	●	Walking Tour with St. Andrews Heights Community Association Representatives
May 3, 2023	●	South Shaganappi Area Strategic Planning Group Meeting
May 3, 2023	●	Public Engagement Session (virtual)
May 10, 2023	●	Walking Tour with Montgomery Community Association Representatives
May 11, 2023	●	Development Industry Engagement Session
May 11, 2023	●	Public Engagement Session (Varsity Community Association)
May 16, 2023	●	Community Association Engagement Session (virtual)
May 17, 2023	●	Public Engagement Session (virtual)
May 25, 2023	●	Montgomery Community Association Session (virtual)
June 7, 2023	●	South Shaganappi Area Strategic Planning Group Meeting
June 22, 2023	●	Working Group Engagement Session 1: Asset Mapping (Varsity Community Association)
September 14, 2023	●	Working Group Engagement Session 2: Vision & Core Values (virtual)
September 26, 2023	●	Working Group Engagement Session 3: Focus Areas for Growth (virtual)



**"People should have the opportunity to learn more about the Indigenous history of the area and of the early settlers (good and bad)"**

**— Participant**

**"The most important facilities in the area are the Foothills Hospital, the University of Calgary and McMahon Stadium. We are fortunate to be close to these facilities and enjoy the benefits they bring."**

**— Participant**

**"Green spaces – there's never enough greenery/ trees but there are lots in this area used by people everyday! More walkable areas = more accessibility."**

**— Participant**

**"Varsity is a well developed community, has access to schools, hospitals, groceries, churches parks, rec areas, libraries, trains and buses, walking paths and close enough to downtown and the outskirts beyond Calgary areas."**

**— 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?**

- Natural Spaces/Wildlife
- Indigenous History/Cultural Heritage
- University of Calgary

### PRESENT:

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

- Parks/Open Spaces/Trees/Wildlife
- Walkability/Mobility/Transit
- Good Amenities

### PRESENT:

**What are the challenges your area is facing and why?**

- Safety, Traffic & Parking Concerns
- 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?**

- Natural Spaces/Parks/Trees
- Access to goods, services and amenities
- Pedestrian/Biking Infrastructure
- Walkability/Mobility/Transit

**"There is a place for high density – I just don't think the heart of the community is the right place to do it."**

**— Participant**



## What We Heard

Additional information can be found within the **Phase 1 What We Heard Report** at [calgary.ca/Shaganappi](https://calgary.ca/Shaganappi)

# 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 South Shaganappi Communities Local Area Plan (Plan) based on feedback included:

### 1. Focus more on the livability aspect of the communities and less on the economic and institutional facets.

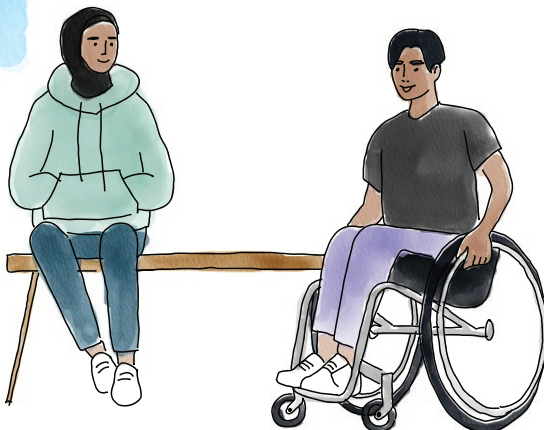
In response to public feedback, the draft vision was revised to focus on the livability aspect of the South Shaganappi Communities, while still supporting the economic aspects and institutional anchors of the area. The draft vision recognizes the importance of providing a livable, inclusive and vibrant environment for current and future residents who live in the area through well-connected mixed-use spaces.

### 2. Provide more emphasis on parks, open spaces and natural areas.

We received public feedback that parks, open spaces and natural areas are significant to the South Shaganappi Communities. In response, the draft Plan includes Parks, Open Spaces, and River Pathway System as a draft core value to emphasize the importance of enhancing and conserving these spaces. Providing inclusive and programmable spaces for social gathering and year-round activities is also reflected in the draft core value. The draft Plan will continue to explore potential implementation options and improvements for parks, open spaces and natural areas with a specific focus on the Bow River Pathway system.

**"I love natural spaces,  
small schools, close to  
downtown + mountain life."**

**— Participant**



### 3. Improved mobility within the South Shaganappi Communities Plan area.

In response to public feedback, the draft Plan includes Improved Mobility Network as a draft core value which focus on providing safe and accessible mobility options, connecting recreational assets, institutions, the Red Line LRT and MAX BRT Stations and major destinations within and surrounding the South Shaganappi Communities. Improvements to walking and wheeling networks will be further explored in upcoming phases of the project.



#### 4. Access to goods, services and amenities within the community.

During Phase 1, we heard that the public valued access to goods, services and amenities in the community. The draft Plan includes the Transit Oriented Development draft core value which highlights the Dalhousie, Brentwood, University of Calgary, and Banff Trail LRT station areas as community hubs that will provide accessible services and amenities for all residents and visitors. The draft core value supports a concentration of a mixture of pedestrian-oriented commercial and residential development around transit station areas.

**"Walkability (esp. north/ south), groceries w/in 15 min walk, more arts + culture in the park (Edworthy)"**

**— Participant**



**"The climate crisis will be with us for several generations. I think maximizing green spaces is critical for storing carbon, reducing the heat island effect and for the mental health of all generations."**

**— Participant**



#### 5. Safety concerns around increased traffic in the South Shaganappi Communities.

In response to public feedback regarding safety concerns around increased traffic, the draft core value Improved Mobility Network was developed to support safe mobility options for all users including transit, walking and wheeling within and around the South Shaganappi Communities. The draft core value emphasizes safe movement throughout the Plan area and will support the policy framework as the Plan develops. During the next phases of the project, investment opportunities to improve traffic and mobility safety will be considered.



### What We Did

Additional information about key changes made can found within the **Phase 1 What We Did Report** at [calgary.ca/Shaganappi](https://calgary.ca/Shaganappi)