




CROWCHILD TRAIL
CORRIDOR STUDY

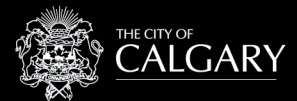
Engagement Design Team

Meeting Two

March 14, 2014

calgary.ca | call 311

Onward! Providing more travel choices helps to improve overall mobility in Calgary's transportation system.



Agenda / Discussion Outline

- **Welcome & Overview**

- Meeting One Recap
- Toolset Discussion
- An Engagement Approach for Phase 2
- Lunch
- An Engagement Approach for Phase 2 (cont'd)
- An Engagement Approach for Phases 3-6
- Closing Thoughts & Next Steps

At The City of Calgary, engagement is :

*“Purposeful **dialogue** between
The City and citizens and stakeholders to gather
information to influence
decision making.”*

~engage! Policy CS009

Engage! Framework & Tools | 2014

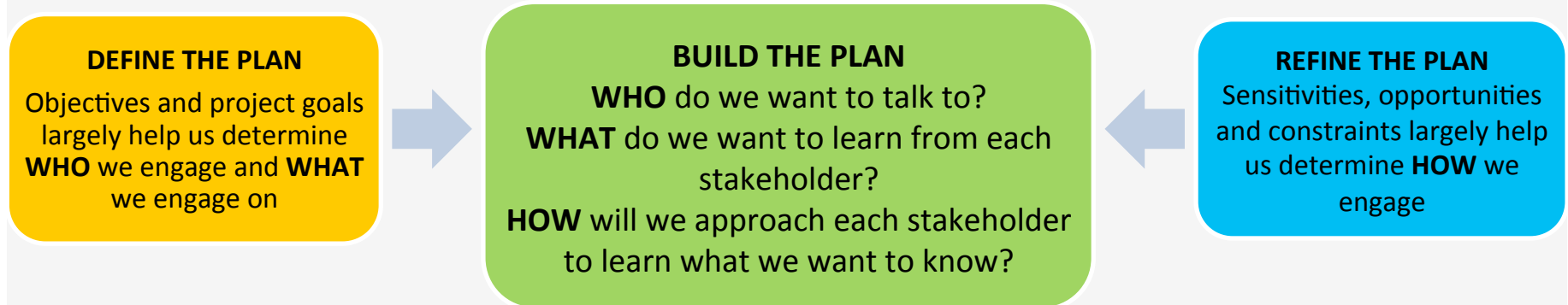
“Our approach to engagement is straightforward – when our work impacts others we recognize their right to have a say. The City’s job includes identifying stakeholders and getting their input in a way that is inclusive, timely, transparent and meaningful.”

~Eric Sawyer, Acting City Manager, 2014

By engaging citizens and other stakeholder groups in the decision-making process where appropriate, we can achieve:

- Better project outcomes or decisions.
- Objective input.
- Strengthened relationships with citizens and stakeholders.
- Credibility as a government that is responsive to its citizens.

How to Develop an Engagement Plan...



DEFINING THE PLAN

1. **WHY** are we engaging?
 - a) Project objectives and guiding principles to meet through engagement?

BUILDING THE PLAN

This is the meat and potatoes of the plan, who are we talking to, about what, to what end and how will we accomplish that?

2. **WHO** do we want to talk to?
3. **WHAT** do we want to learn/ know/ understand from each stakeholder specifically?
 - a) *Check - do the answers to #2 and #3 help us meet our project objectives?*
4. **HOW** will we approach each stakeholder to learn what we need to know?

REFINING THE PLAN

This is where we tweak the plan for alignment with Communications/marketing needs, alignment with existing direction/ policy, issues management, etc..

5. What are our constraints and opportunities for engagement?
 - a) E.g.: Council directions, resources, timelines, etc...
6. Are there sensitivities that we need to be aware of when engaging with stakeholders? (e.g.: accessibility, availability, topics of interest, etc..)
7. What does each stakeholder need from us to meaningfully participate?

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The Engagement Design Team

Co-design an engagement program with the Crowchild Project Team.

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Community knowledge, perspectives, ideas and experience.	

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Engagement Design Team	Crowchild Project Team
<p>Community knowledge, perspectives, ideas and experience.</p>	<ul style="list-style-type: none"> • Professional knowledge and experience in designing engagement processes. • Alignment with City policies

The Engagement Program

WHO do we want to talk to?

WHAT do we want to learn from each stakeholder?

HOW will we approach each stakeholder to learn what we want to know?

The Engagement Design Team Process

Meeting 1				
Introduce EDT to the process, the tools and the stakeholders.				

The Engagement Design Team Process

Meeting 1	Meeting 2			
Introduce EDT to the process, the tools and the stakeholders.	Draft an engagement program for Phases 2-6 of the Study.			

The Engagement Design Team Process

Meeting 1	Meeting 2	Meeting 3		
Introduce EDT to the process, the tools and the stakeholders.	Draft an engagement program for Phases 2-6 of the Study.	Confirm the key elements of the drafted engagement program.		

The Engagement Design Team Process

Meeting 1	Meeting 2	Meeting 3	Online check-in	
Introduce EDT to the process, the tools and the stakeholders.	Draft an engagement program for Phases 2-6 of the Study.	Confirm the key elements of the drafted engagement program.	Present EDT with a draft of the full engagement program for feedback prior to submission to the GM, Transportation.	

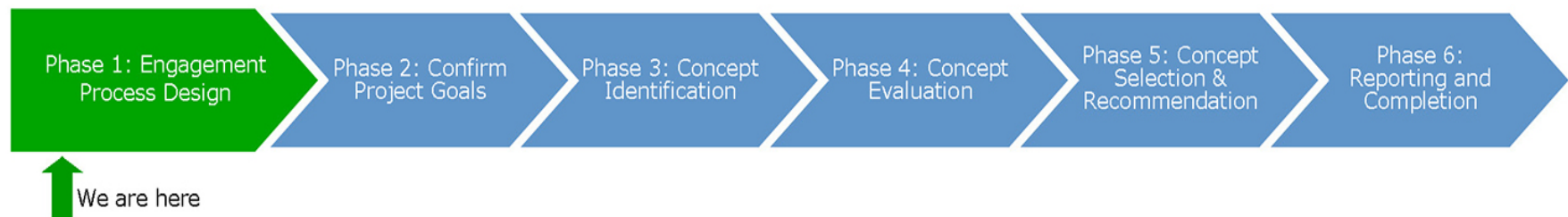
The Engagement Design Team Process

Meeting 1	Meeting 2	Meeting 3	Online check-in	Post-Approval
Introduce EDT to the process, the tools and the stakeholders.	Draft an engagement program for Phases 2-6 of the Study.	Confirm the key elements of the drafted engagement program.	Present EDT with a draft of the full engagement program for feedback prior to submission to the GM, Transportation.	Communicate the approved engagement program to the EDT.

Crowchild Trail Corridor Study

Six-phased Study Plan:

- Provide multiple opportunities for public feedback and input throughout the project.
- Allows the project team to incorporate stakeholder and citizen feedback to influence decision-making process throughout the Study.
- Expected to be complete at the end of 2016.



Stakeholders

- Community Associations
- Residents living in immediately adjacent communities
- Calgarians who do not live in immediately adjacent communities
- Businesses (office)
- Businesses (retail)
- Public Institutions
- City Council
- City of Calgary Administration
- Users of Crowchild
 - Auto
 - Cyclists
 - Pedestrians
 - Public Transit
- Emergency response agencies (EMS, Fire, Police)
- Parks & pathway users
- Calgary citizens/taxpayers
- Special interest groups (Calgary River Valleys, Bike Calgary, Heritage Authority, Alberta Motor Transport Association, etc)
- Private institutions

Sample Tool Set

<p>Online:</p>	<ul style="list-style-type: none"> • Online questionnaires • Crowdsourcing • Mobile apps • Online library • Online panels • Web-based mapping
<p>In situ:</p>	<ul style="list-style-type: none"> • Shopfront • Sounding boards • Walking tours
<p>Face to face/ear to ear:</p>	<ul style="list-style-type: none"> • Expert panels • In-depth interviews • Small group ideation • Open houses • Sample surveys • Shopfront

Straw Model Engagement Framework

Tool Selection Criteria:	Recruit & Inform	Listen & Ideate	Consolidate & Distil	Vet & Validate
Online	<ul style="list-style-type: none"> • Online panel / constit. dev. • Online questionnaires • Online library 	<ul style="list-style-type: none"> • Online panel • Online library • Crowdsourcing 	<ul style="list-style-type: none"> • Online panel • Online library • Crowdsourcing 	<ul style="list-style-type: none"> • Online questionnaire • Online library • Sample Survey
Insitu	<ul style="list-style-type: none"> • Sounding boards 	<ul style="list-style-type: none"> • Sounding boards 	<ul style="list-style-type: none"> • Sounding boards 	<ul style="list-style-type: none"> • Sounding boards
Face to Face	<ul style="list-style-type: none"> • Shop fronts 	<ul style="list-style-type: none"> • Shop fronts 	<ul style="list-style-type: none"> • Shop fronts 	<ul style="list-style-type: none"> • Open houses

DRAFT
FOR DISCUSSION PURPOSES ONLY

Q & A

- Any questions about what we covered in the last meeting?
- Any new thoughts that emerged since the first meeting?

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The Toolset: Discussion

- General reaction to the presented tool set, including strengths and weaknesses
- What tool is on this list that shouldn't be?
- What tool isn't on the list that should be?
- Is there a tool that could be better evolved or better described for the Crowchild process?

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Phase 2 Design

- In your groups, discuss and build a draft engagement process for Phase 2 of the Crowchild process.
- Start by discussing your homework regarding the straw model and our discussion of tools.
- Use your engagement planning table and the post-it notes to design your preferred process.
- We'll have a check-in in 45 minutes with the larger group about your work.

Process Phase:

	Engagement Task - Recruit & Inform: How do we get people informed and into the process?	Engagement Task – Listen & Ideate: How do we get people to generate ideas?	Engagement Task - Consolidate & Distil: How do we narrow the large number of ideas into a smaller set of ideas to consider?	Engagement Task – Vet & Validate: How do we check back and confirm that what we think we have heard from the community is correct?
Type of tool: Online				
Type of tool: In situ	Sounding Board Stakeholder: 1, 2, 3, 10s			
Type of tool: Face to Face				
Type of tool: Other				
Stakeholders	<ul style="list-style-type: none"> 1. Community Associations 2. Residents living in immediately adjacent communities 3. Property Owners / Residents immediately adjacent to Crowchild Trail 4. Calgarians who do not live in immediately adjacent communities 5. Businesses (office) 6. Businesses (retail) 7. Public Institutions 8. City Council 9. City of Calgary Administration 10. Users of Crowchild <ul style="list-style-type: none"> a. Auto b. Cyclists c. Pedestrians d. Public Transit 11. Emergency response agencies (EMS, Fire, Police) 12. Parks & pathway users 13. Calgary citizens/taxpayers 14. Special interest groups (Calgary River Valleys, Bike Calgary, Heritage Authority, Alberta Motor Transport Association, etc) 15. Private institutions 			

Check in

LUNCH

During the lunch break, EDT members are asked to vote for their preferred program for each of the four key engagement tasks as proposed by the small groups:

- Recruit & Inform
- Listen & Ideate
- Consolidate & distil
- Vet & Validate

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Phase 2 Design: Discussion

Reviewing the results of the vote.

Phase 2 Design: Discussion

Let's explore the level of agreement with the results of the voting process, using the "thumb voting" model:

- Thumbs up – You totally support the decision
- Thumbs sideways – You aren't entirely supportive of everything, but won't block agreement.
- Thumbs down – You wish to block agreement, but in doing so, need to share your reasons why and provide an alternative.

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Phases 3-6 Design

- In your groups, discuss and build a draft engagement process for your assigned Phase of the Crowchild process.
- Use your engagement planning table and the tool cards to design your preferred process.
- Groups will report back to the larger group with their work.

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Closing Thoughts

Homework Assignment

A package of the proposed engagement program will be circulated to EDT members by the end of day Tuesday. You are asked to review and consider questions and concerns for our third meeting on Thursday.

Future EDT Meetings

Meeting Three: Confirming the Recommended Engagement Process
Date: **March 19, 2015**
Time: **6:00 PM – 9:00 PM**
Location: Assembly Co-working Space
 400, 119 14 Street NW

Thank You!