

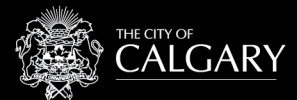



CROWCHILD TRAIL
CORRIDOR STUDY

Engagement Design Team
Meeting Three
March 19, 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**
- Process Recap
- An Engagement Approach for Phase 2
- An Engagement Approach for Phases 3-6
- Reviewing the Engagement Principles
- Information Needs
- Reviewing the EDT Process

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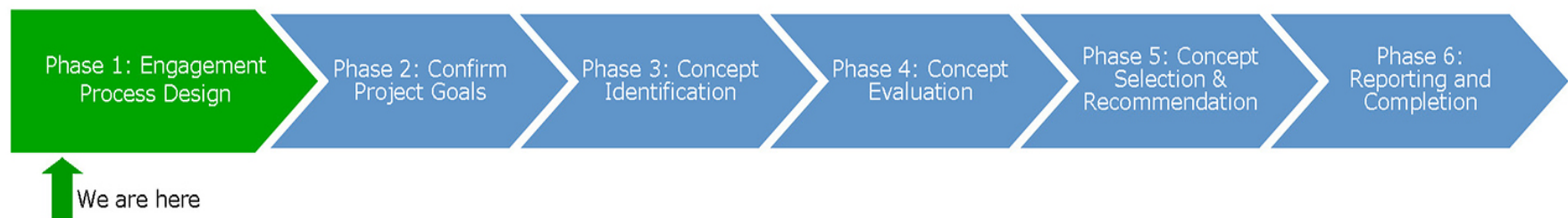
The Engagement Design Team Process

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
- Youth
- Cultural groups

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

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**Crowchild Trail Corridor Study
Phase 2: Define Project Goals**

Public Engagement Goal: To work with stakeholders and all Calgarians to develop goals and measures that will define success for the Crowchild Trail Corridor Study.

Information the planning team will need for their work:

- Concerns about Crowchild today
- Definitions of success for the Crowchild study
- Factors to prioritize when evaluating options for Crowchild

Communicating the project in the earliest stages of engagement:

We want to create the greatest awareness possible for all identified stakeholders. The message and tone of the information should look to employ humor/relaxed, approachable tone, while being respectful of the anxiety that people may feel about Crowchild. Information should be well thought-out and clearly articulated in an easily understood, interesting and approachable way. The information shared should set a common ground for the discussion to occur about Crowchild Trail.

In order to spread the word, we will utilize all pre-existing City tools to distribute messages (Online channels; Project Webpage; VMS Boards; Bold signs; Social media channels; Media releases; Direct email invites through the mailing list, etc) in addition to ideas generated by the Engagement Design Team.

	Engagement Task: Inform Get people informed about Crowchild Trail, the Study and opportunities to get involved.	Engagement Task: Listen & Ideate Generate an understanding of Crowchild Trail, including key issues stakeholders face today and how what they would identify as key goals for the Study.	Engagement Task: Consolidate & Distil Present a short-list of potential goals for the Crowchild Trail Corridor Study and obtain feedback on these, including a sense of priority amongst them.	Engagement Task – Vet & Validate: Present a proposed set of goals for the Crowchild Trail Corridor Study and obtain feedback on the level of agreement with these.
Type of tool: Online	<ul style="list-style-type: none"> • Online library → <ul style="list-style-type: none"> ◦ This will grow and evolve over the course of the entire project • Expert panel → – focusing on the key facts about Crowchild <ul style="list-style-type: none"> ◦ This can evolve over time and reflect the current process phase. • Direct email to all identified stakeholders 	<ul style="list-style-type: none"> • Online questionnaire • Online mapping • Social media campaign: Share your commute. 	<ul style="list-style-type: none"> • Online questionnaire • Online panel • Online mapping • Expert panel <ul style="list-style-type: none"> ◦ Blending the technical experts and the experiential experts (focus groups) 	<ul style="list-style-type: none"> • Online questionnaire • Online panel • Expert panel <ul style="list-style-type: none"> ◦ Blending the technical experts and the experiential experts (focus groups)
Type of tool: In situ	<ul style="list-style-type: none"> • Sandwich Boards 	<ul style="list-style-type: none"> • Engagement Vehicle • Sounding Boards • Spray chalk with information and direction to share your input 	<ul style="list-style-type: none"> • Engagement Vehicle 	
Type of tool: Face to Face/Ear to Ear		<ul style="list-style-type: none"> • Open House for adjacent communities with walking tour and presentation components • Focus groups <ul style="list-style-type: none"> ◦ Stakeholders with direct experience with Crowchild Trail • Door-to-door kit for CA's to download, should they wish to use volunteer time and circulate the invitation to participate in this fashion. 	<ul style="list-style-type: none"> • Mobile shop front: Move to a number of locations to access a diversity of stakeholders 	<ul style="list-style-type: none"> • Sample survey • Attendance at community events • Open House for adjacent communities
Type of tool: Other	<ul style="list-style-type: none"> • Infographic, capturing key information about Crowchild Trail today • Community newsletters, in order to notify communities of the Study early 			

Crowchild Study Phases

Phase 2: Confirm Project Goals

Public Engagement Goal:

- To work with stakeholders and all Calgarians to develop goals and measures that will define success for the Crowchild Trail Corridor Study.

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	<p>Engagement Task: Inform</p> <p>Get people informed about Crowchild Trail, the Study and opportunities to get involved.</p>
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Type of tool: Online	<ul style="list-style-type: none"> • Online questionnaire • Online mapping • Social media campaign: Share your commute.
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Type of tool: Other	

	<p>Engagement Task: Consolidate & Distil</p> <p>Present a short-list of potential goals for the Crowchild Trail Corridor Study and obtain feedback on these, including a sense of priority amongst them.</p>
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Type of tool: Face to Face/Ear to Ear	<ul style="list-style-type: none"> • Mobile shop front: Move to a number of locations to access a diversity of stakeholders
Type of tool: Other	

	<p>Engagement Task: Vet & Validate</p> <p>Present a proposed set of goals for the Crowchild Trail Corridor Study and obtain feedback on the level of agreement with these.</p>
Type of tool: Online	<ul style="list-style-type: none"> • Online questionnaire • Online panel • Expert panel <ul style="list-style-type: none"> ○ Blending the technical experts and the experiential experts (focus groups)
Type of tool: In situ	
Type of tool: Face to Face/Ear to Ear	<ul style="list-style-type: none"> • Sample survey • Attendance at community events • Open House for adjacent communities
Type of tool: Other	

Check-in: Level of agreement on the proposed Phase 2

Thumb voting

Thumbs up – You totally support the Phase 2 as-is

Thumbs sideways – You aren't entirely supportive of everything, but it's not a deal-breaker for you.

Thumbs down – You believe something really doesn't work and the proposed engagement program for Phase 2 shouldn't go forward as-is. Please share your reasons why and provide an alternative.

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**Phase 1:
Engagement
Process
Design**

Phase 2:
Confirm
Project
Goals

Phase 3:
Concept
Identification

Phase 4:
Concept
Evaluation

Phase 5:
Concept
Selection &
Recommendation

Phase 6:
Reporting &
Completion

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Engagement
Process
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Check-in: Red flags for Phases 3-6

EDT members are asked to circulate around the room, reviewing the posters for Phases 3-6 created at the last workshop, to highlight any “red flags” they can identify at this stage.

We will review any red flags in plenary after 15 minutes.

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Engagement Principles

Proposed principles for engagement include:

- Provide multiple entry points into the conversation
- Clearly define the focus of the engagement
- Reduce anxiety and increase opportunity for thoughtful dialogue
- Use the appropriate tools
- Demonstrate transparency
- Use plain language
- Instill learning into the process

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What information about **the current state of Crowchild** needs to be shared with the community?

What information about **the engagement process** needs to be shared with the community?

What information about **decision-making** within this process needs to be shared with the community?

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Closing Thoughts

Thank You!