



Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

Verbatim Comments

Verbatim comments presented here include all of the suggestions, comments and messages that were collected online.

Offensive words and personally identifying information have been removed and replaced with either, [removed] or [personal information removed]; otherwise, comments here are completely un-edited.

Comments that state 'see previous response' or some version of this are referencing the previous survey question that was answered. All comments were reviewed by the question that was asked.

We asked you to provide your input into whether temporary mobile signs have prompted a [call to action](#) or enhanced your [awareness](#) of things in Calgary. Your responses are captured here.

Call to Action Question

Have you acted on or done something because of a message you saw on a sign like the ones in this survey? Please explain your response in the box below.

- I have attended a community event, registered my kids in gymnastics and hockey and ordered a pizza after seeing signs like these in my community.
- Unless the message is derogatory, racist, or talking about abortion, I don't really care and I don't think anyone else does either.
- I've never been inclined to respond to any messages found on signs.
- I attended a community event last year because of a sign.
- Inquired further about information from a sign to get more details about the issue represented.
- This actually deters me from supporting them. There are other ways to get business or invitations
- Saw the sign while driving and realized what a distraction they really are.
- Community event registrations
- I pay attention to my driving, not the signs!!!
- Toss in garbage if placed illegally
- Vast majority of signs are not useful to me (or any specific person) but advertise to tiny target audience
- I have had to pick up a few from my lawn that got blown away.
- Election info once
- Pay community fees, aware of events in the community.
- When saw bottle drive or popcorn sales knew to not open door
- Went to the local pool and park.
- Generally I have heard about it online or from other sources by the time I notice a sign. I don't generally pay attention to them when driving.



- They elicit the same response in me as a barker on the midway at the Stampede does.
- On principle, never .
- Usually non relevant to me.
- No I have not but every time I drive by and see the same signs up for months I think something needs to be done
- "No, I have never attended an event or followed up because once I drive by I forget. Then I get on with my life and until I see the sign again I don't recall. I can't write down the website or the phone number or make a note to remember whilst driving, so it just becomes an annoyance.
- I have acted against the signs, and have regularly reported signs that do not meet the bylaws."
- I have registered my child in sports
- Altered driving route due to planned construction.
- Avoid reading them
- Never once has a sign like that spurred me to action or a business.
- The city and community signs have provided useful information
- Gone to community events I was unaware of
- I really don't pay attention to the signs. They annoy me so I ignore them out of spite. I do notice them when they are still advertising a date that has passed.
- I have attended community events, participated in engagement with city of Calgary, learned about special events at local businesses etc
- Too many signs, so I ignore them all.
- I avoid patronizing businesses that advertise in this method, but pay attention to community efforts that are advertised in this way.
- "Register for a youth activity.
- Attend a city open house for a transportation construction project "
- try not to read them
- "Did not think anything would be done about the amount of signs displayed"
- "They are not usually advertising anything relevant to me. If they are I've heard about it through other more direct channels.
- Unless you count street sweeping signs I make sure not to park on affected streets."
- I doubt much would be done about because one person complains.
- My eyes are on the road, as they should be, not reading signs.
- Attended a community association AGM
- Preschool registration information, community events information (ie farmers market)
- Was unsure this was under the mandate of the city / 311, now I guess I know it is...
- I receive emails from community and sports groups about deadlines and registration time lines. And advertising signs turn me off of that location or product
- I registered my child for an activity, but i had several other opportunities to find the registration date. I just happened to drive by a sign and confirm it.
- I was sent this in an email by a friend.



- I've asked our comm assoc to ban signage along roadway as distracting and ugly.
- Craft sales, bake sales & art classes have been on temporary signage that I have then stopped at or registered for.
- Registered for kids sports. Completed this survey
- Usually I am too busy driving to read a sign.
- Yes, I can recall participating in the Harvest Hills golf course petition because of a sign placement.
- I saw this survey being advertised in a sign. I will not shop from a business that uses these types of signs.
- I have supported community events as a result of the signs.
- City events, menus at restaurants
- Information about community planning open house.
- Community sports, businesses shouldn't have them up
- Saw a sign with the website for this survey so I took the survey.
- Almost every temporary sign that I see is advertising something that is completely irrelevant to me and I don't see many Calgarians being interested either.
- Only community related ones - like reminders about hockey registration or community dues.
- Any business that has been of potential interest has been worth a visit after looking them up further online.
- Only for a community association event. Not for political campaigns or any commercial signs. The latter two usually turn me off and do the opposite.
- For one, I saw a sign mentioning this survey and I responded to it. I have checked out different stores when I seen their sign.
- Yes. They remind me to vote during elections, so that I can hopefully get rid of council members who waste time and money on crap like this. Unfortunately [removed] is still there..... sigh.
- Attended community meeting
- Learned about this survey
- Local Scouts troop bottle drives
- Attended a AGM
- Once or twice...attended a communtiy agm and filled out this survey.
- Community events
- Went to a information session about a proposed cell tower in community, as well as some city info I have seen on these signs
- Event signs are super useful
- Have visited new business based on seeing they actually exist.
- I have avoided businesses who use that type of sign
- They distract so I tend to focus beyond them
- Helped me find a sports team to register with
- Registered and participated in community programs because of signage



- If anything, seeing one of those tacky ugly signs makes me less disposed to patronize a business employing them.
- I usually forget by the time I get home to act on it.
- I've avoided businesses that add to the litter of signs
- If it's a commercial sign, I make note not to ever do business with the owner.
- I haven't acted on the information on a sign but I don't believe in putting people out of business and/or jobs.
- Signed my kids up for a sport.
- Went to a community event.
- I can't read them or get the phone numbers for them safely and what's on them rarely interests me. Like I said, if it's something a person is interested in, they seek it out without ever seeing a sign.
- Community information.
- Not used that business
- Called 311.
- Signing up child for preschool
- Community event engagement and sales for businesses.
- I won't do business with anyone who uses cheesy signage that looks cheap and unimaginative.
- I saw the link through Facebook (West Springs Information Exchange group) signs aren't needed with all the online options available.
- When the city was advertising info sessions on the new LRT planning I used the sign and also for finding out when and where to register for community sports
- I do not support businesses who use roadside advertising, especially ones who post them without adhering to bylaw. In this way I have acted on the signs by choosing to not use those businesses' services.
- Community group activities in NW from signs along 32 ave
- Got a new doctor
- I have complained, but, I should not have to, the signs should not be there.
- Notices about community engagement sessions.
- I have engaged in community events because of temporary signs.
- it's the only way to find out about sports for kids
- I try not to read this signs because I'm driving.
- registered my children for gymnastics lessons
- Volunteered or attended events in my community.
- "A few times a year.
- But I'm often in the minority - when I tell people I saw the info on a sign - others say ""really? Where?""
- The few that I might act upon are items that I would have to stop and grab a phone number or something while driving - not going to happen on any major or semi-major roadway.



- "Once asked for a banner to be taken down from an over pass as it was offensive and inappropriate."
- Will not patronize businesses that use signs
- I call 311 and have them removed by bylaw
- Complained to 311 and physically removed signs from the Blvd.
- I have looked up an event or business based on a sign.
- Has made me aware of community events
- Stopped in to business
- Attended community events
- Gone yo a community event
- I have inquired further into community activities I've first seen on these signs.
- Purchased sale item at retail store.
- Attended community events.
- I try to ignore them and seek info elsewhere as they are a distraction to driving
- Called bylaw to take them down
- IKR. I've lived in this city for 34 years yet I've never done anything due to those signs. It's more like, eh, something different is happening in a couple of weeks.
- Removed my car when the streets are being cleaned. Stayed out of the park when pesticides were used. Attended a meeting to discuss road changes in my community.
- Attended community event and AGM
- I can never remember them, they all blend together, and hard to get the message if you're going by at 60kph.
- I got the job
- "Went to a wine store once because of advertised sale.
- Never signed up for Masters non contact hockey because of one.
- Not useful to me"
- You guys wasting money on this survey. Get rid of th signs
- I have attended community events I discovered through these signs.
- I try to ignore them as I drive
- I don't read them.
- I used a dentist I saw in a sign once. Or some community based markets or events.
- Signed up at a community event. Donated blood.
- I have avoided the business who advertised because they have cluttered up my neighbourhood.
- I seek out info myself if interested in a product or service. Newsletters or websites give better, more detailed info. Can then write down info needed.
- Attended open house
- Yes as a result of temporary outdoor signage, I have participated in public engagement with respect to City policies and decisions (in-person, on-line)
- Reminds me about sports registration for kids. But there are other ways to get this information.

- Yes, I saw the City of Calgary survey sign - on the black roadside sign. so I took the survey to express what my thoughts are. Otherwise I ignore all signs - as they are too distracting. the City of Calgary one was short and to the point - an easy glance to see and understand - on a majoy roadway - non residential. Thank you
- I have become aware of an event due to signs.
- Found discounted liquor and also keep informed on community services and events.
- I find these signs absolutely ugly and distracting.
- Just this survey.
- Visibility issue at an intersection, too close to pedestrian crossing blocking visibly.
- No
- Many times. Most recently I went to donate blood because of a temporary sign for blood campaign.
- "1 - Change my driving habits based on traffic warning signs
- 2 - Attended community meetings, based on streetside notifications..."
- Found out about an art sale at a community hall.
- Signed up for something
- Honestly we are bombarded with various forms of advertising every day and every where. You can't escape it anymore. I don't remember whether i've ever checked something out because of a temporary sign. It's highly likely. But I don't specifically remember an occasion.
- Attended community engagement events, open houses related to city planning and calgary transit, MLAs town hall meetings, and specific city programs.
- I will not use a business that chooses to advertise using roadside signs
- "In my neighbourhood, people running a tutoring business, had signs on their lawn. I informed bylaw services.
- In a recent election, a candidates large sign, partially blocked visibility of traffic creating a hazard."
- I'm here filling out this survey because I saw one of your road signs. I think it's okay to have signs for community news and benefit but not commercial uses.
- I have always attended community events by reading signs
- No, they're annoying and unsafe and make me less likely to act or do something because it was on such a sign.
- No because there was so much info to read in a split second I couldn't remember why I read it.
- I have never followed through with an advertisement or message.
- Town flu shot notices.
- I completed this survey because of seeing it on one of these signs. I have also attended events and been made aware of businesses in my community that I didn't know existed because of these signs.
- I find out about a lot of community events through these signs.
- Mostly because I don't respond to this kind of advertising. But also because the information and phone number are too small to see while driving. Not like I can stop my car and go write it down.
- I have read these signs and attended their events that I wouldn't have known about otherwise.
- I would NEVER support a business that advertises in this manner.



- "registered my children in programs"
- I never really thought there was anything I could do. They're legal, but they're unattractive not to mention distracting.
- First time actually. (see previous gripeing)
- Seldom if ever useful. The business or group normally places such signs off their own property. Should not be allowed. If
- Went to a community event I otherwise wouldn't have known about
- I attend every open house for road work or city planning events in my area. That is how I find out about them.
- Never off of one of these signs. If I want to find out something I will look on the internet, social media or pick up a phone.
- Green line, community events
- I actually sometimes refuse to do business based on their littering of signs
- Never.
- Cannot recall.
- Community group activities and sport registration have been helpful. Do not find business adverts that effective
- Cursed because of the urban clutter.
- They're messages are never of interest to me.
- Go by the sign too fast to get info
- I never remember what is on the sign
- Furniture sale
- "Bottles out for Scouts and other not for profit fund raising. I have attended Craft and Art Shows because of the temporary sign with instructions on how to locate the show.
- I have been alerted to community events such as political BBQ's and Townhalls because of the signs."
- I would never support any business that advertises with a temporary sign.
- As I said early community notices. So when we have a dump day I usually see it through a temporary sign and drop some stuff off.
- I've gone to my community association AGM. And I ended up joining my CA as a result. I'm not currently on it, but I have acted on that.
- Saw sign for a local politician having a community meet-and-greet, then attended.
- Attended events such as pancake breakfasts and flu clinics
- Try not to pay attention to them
- I have acted on community org. Sign info and city of Calgary sign info (usually about meetings/ websites to visit for info)
- I've looked into fitness classes and sporting group registrations based on the signs.
- Only this survey
- Yes when signs are vandalized and the words changed to profanities I have called



- I have called businesses to tell them that I will no longer use their services because they are making my city look like a garbage dump.
- Only one time - I set up a yard sale at a community "parade of garage sales". But I didn't see the sign in time to be included in the sale map, so we just relied on traffic from the official event.
- Community meetings or City meetings attended.
- Never have I seen a sign along a roadway and thought, oh, I need to go back and see what that was for.
- Events at our community center, neighborhood town halls, registration for sports and preschool.
- I've contacted the Boy Scouts to pick up my bottles.
- I do often learn about events from signs I see. However, because I am driving it's hard to note contact info such as websites or phone numbers.
- Community events.
- Called 311 about a spelling error in a City sign. Nothing happened. The sign was up for months
- Gone to a community event.
- Attended community events
- went to AGMs, took part in community activities and found out about potential deals, events and such... please don't further hurt out local businesses by making sweeping changes.
- Registered for a program through my local Community Association. Found out about this survey on a sign.
- Apart from the sign about this survey, I have not acted upon any other.
- Reminders for community fees and meetings, or for registration for activities
- I've never patronized a business from one of these signs. But I have appreciated the community info and looked it up online later to get more details.
- Attended an advertised event
- I almost got hit when someone swerved into me when the pro-lifers put up their horrible signs. We also got horrible stuff in our mailbox. The pro-life overhead sign on the overpass covered up someone who had paid? for their event, not fair.
- Yes, I told friends about yoga classes in the neighbourhood and had them participate.
- Upcoming community events
- Community events
- Shown on social media
- I was able to partake in this survey because I f the signs.
- I have never acted on the advertisements or notices so I answered NO. Seems simple to me. the fact you had to ask for an explanation is troubling.
- If they were community signs, then yes, I have attended meetings/events. I have never contacted a company that was advertising goods/services who was using a temporary sign. It is not reasonable to grab all the contact information as you drive by even at 50 km/hr.
- "Here, read this paragraph while you're driving and then try to remember the phone number or website to look up later because you're driving and shouldn't look it up right now."



- attended city information sessions.
- Attended family fun day in my community
- Attended events that I found out about on bold signs.
- I don't mind signs advertising community events. We went to the fire station open house because of a temporary sign.
- I saw a sign in Chaparell
- If I had a kid or something I probably would act
- Community information is important
- I have gone to community events I have seen on signs
- Learned about various events and other things that I am interested in, or that are important to me.
- About 90% of what I participate in is due to the signs.
- I looked into a class for my children only to find out they didn't offer any in our community.
- I've considered reporting them to bylaw and reporting illegal election signage in the past.
- Learned about community soccer groups in my area for my child and neighborhood festivals
- Joined the community association, drove by houses advertised for sale to take a look.
- Community association events
- It told me to vote. I Voted.
- Yes, many times and would not have known about some things, especially Community Events, had I not seen any signs. Plus I have been a vendor at craft shows and some people said they only came as they saw the sign.
- "I basically ignore those signs as they are meaningless to me and my family. They are a distracting NUISANCE which allow the city to collect a fee which is contrary to DISTRACTING DRIVING."
- I've gone to neighbourhood pubs because of a special featured on a temporary sign and purchased tickets to community events in the past.
- I don't look at them because I am driving and they are distracting enough without having to actually try to read them while I'm driving.
- I've bought from local businesses because of promotions advertised on these signs.
- I just think people need to pay more attention to what is in front of them and not reading signs
- Genesis center activities.
- Yes, was able to register for hockey
- Soccer registration for kids etc.
- "...and never would. Advertisers for a product or goods that (rent/buy?) this space make whatever they are selling look cheap and temporary.
- Communities should have a better handle on their membership to be able to communicate meaningfully and directly with their membership and community, not just hope a drive-through with Joe-anybody will meet their goals..."
- "I actively boycott businesses in my neighbourhood who use them.
- There have been several from the City of Calgary that I have acted on, such as this survey. Signs that elicit or encourage citizen engagement are the kind I can support. "



- I have registered a child for soccer, looked into a CofC program, called a doctor taking new patients, attend multiple community functions, and probably many other things because of seeing them on a temporary sign.
- I try not to focus on them as I should be paying attention to the road not a sign!
- "Yes, looked up this survey!"
- Also have become more engaged in my community events. "
- Gone to an event, voted
- see it and forget it
- Our community has yearly fees. I've remembered to pay them
- "I actually stay away from businesses, and organizations that use this media.
- I am not a fan. "
- There were signs I wanted more information on (because I couldn't read the sign while driving), so I would have to come home and look it up on the computer.
- followed a link on WSCR facebook page and also seen a community sign advising of this survey.
- Registered a child in an activity/sport
- Attended community events based on signs reminding me of them
- I find the signs informative, particularly for community events that I might not otherwise hear about.
- Little league!!!
- One time only. Saw registration for my son's basketball, which K would have just looked online for soon anyways.
- I don't frequent any of the businesses that advertise this way.
- by the time I get home I have forgotten what was on the sign
- Most recently I discovered this survey because of a roadside sign
- Went to an engagement event
- community waste collection, etc.
- Went to event at school
- Good reminders for sports registrations for kids, which fill up very quickly.
- Gone to a community event. Attended a business b/c of signage
- Reported signs in areas not allowed. Attended local meeting in the community
- I have attended community events posted on signs.
- "Attended an event after seeing it on a sign.
- Called 311 on elections sign being placed on restricted roadways."
- Called 311
- I got to know about a neighborhood party on Easter because of a sign
- Saw a great deal
- No I just see them as a hazard, the abbreviations used on signs makes me try to unravel what the advertiser is trying to say and this is a mental distraction . They are also a vision block and it is difficult to see past them far enough up the road.



- have noticed some of the community ones previously, look for construction ones - purposefully ignore business ones
- Tried to feed phone number while driving and secondly repond to a year old sign
- Soccer registration, community clean-up, political representative picnic, elections.
- I often find out about things going on in my community and that the city is alerting me to by temp signs
- Often these are for minor events or for the elderly.
- Not because the signs aren't effective communication devices, but I haven't come across something I needed.
- Community events, restaurant specials
- All the time. Street sweeping? Time to move the truck. Road closure? OK don't take that route next week. Yard sale? Oooh knick knacks!
- No I have not
- Stopped in at an art show due to a sign out front a community center, stopped in a store based on sign advertising special sale on a Sat etc
- I ignore them completely. It's my only means of protesting their appearance.
- I acted as I kept on seeing your twitter request for people to fill out this questionnaire.
- I don't find signs to be an effective form of advertising or communication. I see them as litter
- I try to ignore them, but most of the messages on these signs are utterly irrelevant.
- Too many
- Signed up for a boot camp and tried new restaurants
- Have attended an open house about a development in the area and also attended community events
- Gone to a community meeting.
- I believe that I signed up to donate blood at a local clinic (rather than going down to the main clinic) because a sign let me know that there was one in the community.
- I have spoken to sign owners about vandalism on their signs
- Attended community events, city of Calgary surveys, gone to a business.
- "I joined a choir.
- I knew when bottle drives were on for kids clubs
- I knew when they are cleaning the streets
- I know where to drop off the leaves"
- Not yet, but you can bet that I will initiate something if I see those ugly signage in our community...
- Yes, but in recent years I am more likely to find out about events from public media.
- I do not respond to these signs
- I went to the development appeal board when more signs were proposed for my community entrance. On one commercial corner there were over 20 signs (including permanent signs and advertising signs on bus stops/benches).
- free yoga, clothing/toy exchange



- registered for a community program
- Most of the time it advertises things I have no use for or are not interested in, or I ignore them completely
- I have called to complain about the proliferation of advertising using the smaller signs. I was told they don't need a permit.
- Community events, mostly, like Christmas craft fairs and the like.
- When kids were still home, we acted all the time for sports registration and other community events
- Attended numerous community events, MLA BBQs etc. due to signage.
- I cannot recollect having done so but cannot make a definite statement for 50 years a Calgarian.
- I saw a sign from the City of Calgary. I dislike the temporary signs in my area for some time and last year for the first time I contacted my alderman's office; which I have not done for any other like issue. I strongly encourage the City to stop the proliferation of these signs.
- I may be prompted to check out a facebook page or website after seeing a sign but while driving I have no way to write down dates or locations of events or businesses.
- Yes, we like supporting local businesses and whenever we see signs from local businesses we prefer going there instead of searching on the Internet or going to a big box store.
- No I have not.
- I have attended City meetings, community meetings, attended recreational events and festivals due to seeing information on signs.
- No because I hate them
- I've registered for programs, preschools and tried new things because of signs.
- I've called 311 to report large signs in front of a local park.
- Never ever
- gone to community association functions. haven't acted on business ones.
- Community signs have made me aware of local events
- I personally avoid anything to do with these signs as I believe they are trashy
- I have never taken action as a result of the signs. Barring street cleaning and snow zones
- I have attended a community association event because of a sign.
- I saved up bottles/cans for a bottle drive.
- I've looked for census information after seeing signs about the census.
- this survey.
- I took this survey. Took part in community events. Shopped at stores.
- I have been made aware of community events by temporary roadside signs, and have gone to other sources for more information.
- Not that I am aware of
- Once to get clarification on a service
- These notices often alert me to an event I didn't know about that I end up deciding to attend.
- Attended community events
- Advertising that annoys me is not acted upon.



- This survey.
- Registered for a community event, registered for a community sports group
- Large advertisement blocking the view of traffic at a " T" intersection
- I remove the advertising signs whenever I see them. I put them into my recycling cart. I have been doing this in my community for many years now.
- I didn't get the flu one year. I didn't kill a baby (see previous response)
- I prefer word of mouth over tacky signs.
- I prefer to watch where I am driving.
- I boycott such businesses.
- Anything I've. Even interested in I've know. About thru other means
- Yes, I have. I have deliberately not done business with outfits that use these signs, especially the ones with typos on them.
- i generally try to force myself to not be distracted by them when driving and not read them.
- I complain regularly because companies do NOT CLEAN UP THEIR GARBAGE! It litters the landscape and is a severe eye sore!
- "Soccer stuff"
- I find what I need online. Signs that I've noticed tend to be child/community related.
- Sports, socials, registration
- I find announcements related to communities very useful
- I've found good information, based on these signs, for community projects or events.
- I don't take the time to read them, I focus on the road instead.
- get relevant relevant and necessary community news via newsletter / website. Don't react on impulse re \$\$\$.
- "City street cleaning or snow removal, yes that gets my attention.
- Could just as easily be accomplished through email."
- Informed about elections and candidates; informed about the cycle track; informed about community events.
- I googled their businesses to see if it's what I'm looking for.
- Gone to community event.
- Yes I'm doing a survey on how many signs there are.
- I can't drive and write at the same time and nor should anyone else.
- I have been alerted to community meeting space and deadlines for registration for community services. I purposely have not used a business when I saw they had posted temporary signs all over my neighbourhood.
- Once I responded to a sign on the road to my neighbourhood that advertised free exercise classes for pregnant women, but it was specifically for women in a different neighbourhood. I also had to drive by several times to get the information and remember it, which is silly.
- Our family took in a play at our local community centre.
- Voting, store sales, openings ect.



- I stopped walking along the pathways that too many signs are put up. Otherwise I ignore them
- No. Never.
- I have followed through with a community announcement (such as a community clean-up). I don't think that they should be used for profit businesses.
- I saw the sign for taking this survey and thought it would be interesting to see what it was all about. I've also looked into City of Calgary Rec programs due to temporary signage.
- Stampede breakfast, planning for Naval Cadets, swimming lessons, open house/grand opening
- Community programs
- Never
- I try to ignore them
- I have been drawn by some signs that announce promotions or community events that I might be interested in.
- Have used services advertised on signs on many occasions.
- I have paid my community residence fees when reminded by signs, visited local businesses
- Attended public information sessions and community BBQs
- I generally am paying attention to traffic so that by the time I'm somewhere safe, I have forgotten about the signs.
- May have checked the website or put out donations for pick up
- Joined a gym.
- I laughed for 5 minutes about the sign asking how I feel about signs. Then I came and did this survey, so clearly it worked. I also have done previous city surveys/attended city events after reading about them on temporary signs.
- "No because anything that's not a reputable business seems sketchy and any signs for reputable businesses are redundant.
- The only signs I observe and follow are the street cleaning signs."
- I consciously choose not to patronize businesses that use these ugly signs
- Went to a community event because of a sign.
- Attended events or was made aware of city/community activities going on.
- I have attended events at my community hall because they were advertised on the sign.
- I do take down the cheap plastic and cardboard signs that litter my streets, poles and mailboxes. It's looks so junky
- Filled out this survey
- Business, city event, etc
- "Registered my child in a sport in my community that I would not have known about. Driving by the sign once it gave me the idea, I forgot about it until I drove by again it reminded me to register.
- I see advertising and promos and go into businesses and restaurants."
- I usually boycott businesses who have annoying signs everywhere. I feel like they're not respectful. I have found the small ones on private land helpful if I'm looking for a certain type of home repair or landscaping companies, but I don't like the bigger signs or the obviously homemade ones.



- I avoid any companies which advertise in this manner.
- I have removed a verge advertisement sign
- "Called Doctor clinic that was advertising.
- Usually I ignore them."
- attended community events
- attended a main streets planning session at a community hall
- Rarely
- Repeated attempts to get past your last question resulted in repeated crashes of the survey. Called 311, they don't know who to report the issue to. So, I'm not spending a lot of time filling in boxes only to have my comments lost.
- Of course not. Half the time I can't even read the whole sign. If I am a passenger, I usually make fun of them, so still no.
- No, I learned long ago to just ignore the messages on the signs. The road is dangerous enough as it is and I won't be responsible for an accident if I can help it.
- These signs incline me to not use the business or services that they advertise
- Distracted by the multitud of signs while driving.
- I try to avoid looking at them.
- Most of the signs are of no interest to me
- They advertise for events that I do not participate in
- Signed kids up for activities, attended community events
- I am more aware of community happenings with those signs, but information is often not applicable to me directly.
- "Registered for a kids class.
- Attended a craft fair.
- Became a YMCA member. "
- I think there is so many that the messaging is just noise.
- I avoid reading while driving as too distracting
- Sure. Surveys, community events, even stopped in to businesses
- I focus too much on my actual driving to try to read the signs.
- "I have found out about events I hadn't seen anywhere else, found out about services I didn't know were available. Some even have just nice inspiring messages, which is always nice to see.
- I have subsequently looked up information based on what I saw on the sign."
- Only for children's sports opportunities - non profits - in my neighbourhood. I have NEVER purchased anything from a business because of one of those signs -- and my aversion to them makes me want to avoid those businesses.
- Signed up for kids activities
- I purposely do not do business with companies that use that kind of advertising. I hate what that kind of advertising has done to the entrance to my community. We have beautiful landscaping and it is cluttered up with ugliness. If it is an illegal sign...I have been known to take them down



- Once the one by the traffic circle in McKenzie Towne let me know I could register my kids for activities. For communities it seems like we could have a nice looking permanent board to post stuff like this.
- Attended community event
- Sport registration. Attended events that have been advertised.
- Attended a community event.
- Only community ones and only a few times ever; never for signs advertising businesses.
- I was interested in a community event after seeing it advertised on a sign.
- One time I did an illegal turn because I didn't see the sign of not turn and this is due to lot of advertisement that was around brighter than our street signals.
- Signed up for recreation programs for myself and my children, attended community events, answered city surveys, checked home safety devices.
- I have signed my kids up for soccer and attended local community sales (garage sale or organized community sale) and events.
- If it's a business I generally don't absorb their message because they tend to be smaller signs. Sometimes the larger community-placed signs can be informative.
- I usually ignore them. They are like an ad on TV, annoying.
- Displays for community events are awesome and are usually short term displays, I just don't need to have that judo or music school sign displayed year long.
- I've signed up for community classes
- Never, even if it was relevant, will not support business/group that advertises this way.
- I've mostly just participated in things that were being advertised. I.e. as a child; Jelly bean dances would be advertised. As an adult various things within my community will be advertised that I may check out.
- bought something I seen on the sign
- Ripped them down and threw them away because someone has to keep our community clean.
- Attended community events.
- I have attended events and information sessions based on these signs.
- knew when to sign up for hockey
- Called in complaints.
- Only a community related one. I.e Boy Scout bottle drive.
- Visited a store that had a sale
- I am generally immune to advertising. so I rarely look at them, esp as they are usually garish and ugly. I am annoyed when they are in the way of my line of sight= dangerous
- Typically community association notices are very important to our family. Pay our fees, or register kids for sports.
- Sports try-outs for children
- Attended meetings at community centre and made aware of different functions in neighbourhood.
- Often see a sign while driving, but forget about it by the time I get where I'm going.



- Probably advertising, I bought something from a sign
- Community family events are fun. I try to plan some in our schedule and they have been great for families
- I have not personally read a sign and called about it
- Can't say I have. I've considered going to a community event or two but never go around to going.
- Extracurricular registrations for kids sports
- I have reported signs that are against bylaws.
- I usually read a sign if I come across it but I haven't seen one so far that is advertising something I'm interested in.
- I called about a couple of things that I found interesting. I patroned a couple businesses as a direct result of their signage.
- "I have for community events but would prefer to get the information online or in my mailbox.
- I have a policy of boycotting businesses that advertise this way."
- Community association meeting
- The community sign informed me of census workers being needed, of a community get together and something else I can't think of right now but I was glad I went to
- I voted. I attended a community potluck. I enrolled my daughter in a community preschool. I bought a .99 cent burger.
- I saw the crowd survey on a sign on the side of the road and decided to check it out (:
- Visited website for additional information. Attended a community event
- usually ignore the sign, Just because a company puts buy 200.00 worth produce and get a free hat, does not make me act.
- Only community association related information, which could have easily been distributed by social media (but for some reason wasn't).
- "Thought about acting, but never have.
- Question motives of businesses displaying signs"
- If I saw a sign that triggered something I had to deal with, it was already something that I was aware of. Most (if not all) signs bring nothing new to me that causes me to act.
- I tend to ignore these signs.
- Signed up for soccer.
- Never have.
- I usually ignore them
- No, I like to plan my routes and don't make decisions based on random advertising. Imo can cause accidents (e.g sudden multiple lane change)
- Missed a turn, been distracted
- As stated previously, I would basically do the opposite to what is posted on one of these signs
- Only one time and it was in response to a class being offered at our community centre. I do not act on roadside business advertisements.
- Community events ... seldom if ever, respond to retail advertising.



- Enrolled children in multiple sporting associations and attended community events
- I find they are best for community groups, rather than businesses.
- I don't bother to read them, they are visual garbage to me.
- I reported advertisement signs to 311. Does that count?
- Made sure NOT to vote for a candidate who had zero respect for bylaws and seemed to have more and more signs up every week.
- I saw the sign for this survey and filled out the survey
- I have attended community events & found a doctor
- I don't know the rules.
- I get informed about community events such as new years eve fireworks, canada day events, recreational activities.
- Community activity participation. They're good reminders.
- Participated in this survey.
- Mostly related to community events. I joined membership of an adjacent community association (in addition to my own) based on info about a event advertised on a temp sign.
- Signed up for preschool. Signed up for soccer/baseball/hockey. Attended community association functions.
- Councillor [personal information removed] community bbq for example
- Googled business or community event
- Unwanted sign was removed from my landscape
- I read about the survey in the paper.
- All the thousands of signs I see daily do is make me take mental note not to use those companies advertised.
- I went to a community meeting, and signed my kid up for soccer because of the reminders from signs.
- E.g., Crowchild trail survey
- Leaf drop off. mulch pick up. Grateful to have seen the signs.
- If there is a community event I may attend or become aware that the date is upcoming.
- Community and HOA signs get my attention. They advertise local events or issues.
- Attended community event. Avoided roadway during triathlon.
- Not that I recall but it's possible.
- COUNCIL MEETINGS ETC
- volunteered and was aware of changes/events in my community.
- I have stopped at businesses I would not have otherwise stopped at.
- I vote. Not because of the sign
- I called 311 because we had so many signs on the boulevard. Definitely distracted drivers right at the crosswalk used by lots of kids every day.
- I rarely have time to read all the info or understand the short forms being used. My previous municipality used them very effectively. ie, picture of person working out, text saying "gym

membership \$299" and the municipality website (which everyone knew anyways cause it was a small town)

- Community surveys or engagement workshops put on by the City
- read about it in the Calgary sun newspaper
- I've used business advertising with these signs, as well as attended community events I've seen posted.
- Community events signs only
- GoNE to community events I saw advertised and tried new businesses
- This survey is one of them. I have also had these signs prompt me for community team registration, school registration, sales information etc.
- I have noticed some signs for businesses along 16th Ave N and may have been more likely to use the business. Some community events - same thing.
- community event. public information session. temp signs may not have been the only way I learned about these events but one way.
- Except get angry when I see the numbers growing in my neighbourhood. I actively boycott advertisers as my own form of activism.
- I cannot recall. There may have been times when City info has been posted on such a sign maybe regarding snow routes or other critical information for citizens, that I looked into further as prompted by such a sign.
- Bought some burgers, found clinic and such.
- There are too many of them in Calgary and most of them are too big and distracting
- I have decided where to eat, gone to political events, learned about art classes and more.
- I have known where to go for child sport sign up, as an example
- Attended open houses for public engagement
- Sports team registration
- Like open house, some stores good deal, community programs,
- Actively avoided the business
- I have not taken action because of one of those signs, not for lack of interest, but because I have had other commitments which prevent me from being involved in these opportunities.
- Community events and traffic/construction updates. And this survey.
- I find it's too much work to actually pay attention to them
- Signs like this have provided me with information to be able to participate in a business special, sale offers and community events.
- Attended a community meeting.
- We have been informed about teen nights (for our children) and stampede breakfasts that we've attended thanks to these signs. Additionally I learned about the Deerfoot trail & this survey (of which I responded to both) because of temporary signs
- Yes of course.
- It has never incited me to visit an establishment or call a business.



- Realtor Open House
- Attended a community or city event; went in to a local business
- "I knock them over if they are small enough. Sometimes I've managed the big ones."
- Urban sign terrorists unite!"
- Saw ad for community event
- "All the time! This survey!"
- Attended community events, gone into a store because they were advertising a price or product."
- Only a political sign
- Try not to look
- I enjoy the community ones but not ones advertising Businesses
- a complaint is a temporary solution, enforcement tells someone to take down sign, it stay gone for a day and then is right back up in same spot.
- Only for a community event.
- I make a point of ignoring the signs as I prefer to concentrate on driving
- Yes, I've been dangerously distracted while driving and as a pedestrian, I have had some close calls where drivers did not see me crossing a street in an area with signage.
- I've laughed at the occasional funny one, I've been annoyed at the proliferation of some. I've been reminded of community events, but am usually aware of these already through other sources.
- I have taken surveys or obtained information.
- Voted in elections, attended a community event
- i generally do not pay attention to what the sign says especially when driving. it is an unneeded distraction
- I have not.
- city of Calgary meetings, Soccer registration. school registration
- Take this survey or other road surveys, attend community events, etc.
- Good for community group messaging (they dont have many other means to communicate). Private businesses have other ways to advertise and we should not allow signs for them
- Registered my kid for a sport before the deadline.
- Karate for kids tutor info community events lime parties and season events.
- Seeing the message on a bold temporary sign would be extremely ironic! I saw this in the local paper's website.
- Not for businesses, but they are useful for community events (stampede breakfasts etc)
- Have gone to community events of which I might otherwise not be aware.
- When looking for a certain item and coming along a sign, it jogs your memory that this was something that you needed to investigate.
- I don't take the time (most times) to read when I'm driving. When I'm a passenger, that's when I read...but most do not interest me.
- Restaurants in industrial areas I was not aware of. Community events. Small stores advertising specials



- I have attended community markets both as an attendee and as a vendor. I have taken my daughter to fun events within communities.
- For non profit driven organizations, temporary signage drives me away from business utilizing this strategy as it is an annoyance that is far to widely utilized
- I have never done business with a business because of a sign on the side of the roadway....
- Attended Community events in my neighbourhood.
- I don't think you have to explain "no"
- I saw an interesting sign about a photography course and researched when and different details that were not mentioned on the sign and took more interest in it.
- I'm not going to memorize a website or phone number as I drive by. And I find them quite unsightly. But in fairness to the businesses and info associations are trying to get to the public, I don't know what the alternate do is.
- Followed up on a club or event to learn more. Nice way to know what's going on in an unplugged way.
- Attended or signed up for a community event, paid extra attention to lock vehicles and garages, went into a business based on a promotion.
- a business sign, no, but community yes.
- Mckenzie lake advertised an outdoor movie at the lake using the signs and my wife and I partook. It also reminded us that our lake fees were coming due.
- Checked out a local sports team for the kids at registration time. Put bottles out when I read about an upcoming bottle drive.
- Was made aware of Community Meeting
- Just the scouts bottle drive. I assume that the sign is cheaper than paper flyers.
- Yes I have reported a temporary sign illegally placed in a park space
- I have not done anything because of signage that was left at the side of the road.
- No interest.
- Nothing gets corrected anyway
- I typically ignore them as much as possible, and focus on driving.
- Sale at local business
- Sign up our boys for football and soccer when they were younger.
- I make a point not to. I do not make a purchasing decision based on a sign posted I make a decision based on a actual need for service.
- Temporary or "streetside" signage has become an eyesore and a distraction and is now ignored. I get my notice of events, services, products etc from other outlets. Truthfully, Richmond Road has become an ugly traffic route and I am aware of the signage but really couldn't tell you what even one sign is promoting.
- Checkes out community fundraisers and checkes out dancing lessons
- I notice temporary signs everywhere and was under the impression that there was a sign bylaw in place. I really don't like to see the streets of Calgary littered with signs.



- Used a business because of seeing a sign.
- I have asked about information on bylaws for this issue but it seems the city doesn't have limits on sign size or longevity. The only signs prevented from being placed are those with flashing lights and that was done because those were most obviously a distraction for motorists.
- Community or political or city of Calgary meetings.
- I have attended meetings, forums, avoided construction sites due to info on temp signs
- Recently I contacted a Real Estate person because the placement of their sign was blocking the view of oncoming traffic as I was exiting my residential parking lot, they never responded.
- Our community association advertises some events but I've already known about them from the Newsletter. I've never attended anything else advertised.
- "Community events - all the time -
- I never frequent businesses that advertise this way. "
- Removed signs place in dangerous pedestrian and children areas that were blocking views and were placed illegally
- These signs are ineffective forms of communication. If you need to communicate as much information as is placed on these signs, it is impossible to read it as you drive by. Smaller signs are worse because you can only read them if you're stopped at a traffic light (which shouldn't be your focus).
- community sports sign-up
- No. This needs more explanation?
- Registered for community sports activity for my child
- I use the internet and peruse flyers in making a choice for purchase.
- I don't want to take away advertising opportunities from small businesses and community orgs, but those black with neon lettering signs are very ugly.
- Just the community events
- Occasionally I have seen a sign for a special sale or community event that interested me.
- Paid community fees
- I've probably visited a store because of a sign I've seen.
- I've attended city events eg open houses abd registered my kids for sports.
- The only action I have taken is to photograph and complain to city about the abundance of signs. There was no satisfactory resolution to my complaint.
- The signs bring out a sense of revulsion in me.
- Sports registration reminder
- I came here to complete this survey because of the sign the City of Calgary posted in my community. This would be the first time I have responded to a sign.
- Asked city and business to remove
- Yes. I have purposely avoided or halted giving my business to anyone who advertises in this manner
- I have attended community events and registered for community programs
- No, that is not how I select the businesses I go to. I can get the information I need in other ways.



- a lot of times the message is wordy, driving by no time to read. Other times the sign is unreadable. There are a lot of stupid and inconsiderate drivers out there, people should be paying more attention to the driving not the signs
- I have not used that business because i disagree with using them
- A temporary sign advertised this survey. That is the first time I was made aware of this opportunity to comment. It was very effective.
- I was informed about sports registration.
- I have reported infractions and concerns to 311 on several occasions, and will continue to do so. This is something I feel strongly about and feel that Calgary as a whole will benefit from restricting the use of temporary signs.
- Learned from the article in the Calgary Herald.
- I studiously avoid all businesses and functions that advertise in this way.
- Hi yes like move night at the community lake... to go and "vote" ..." School events" ... Great deal on" new tires" ... ect... Thank you
- Signed my daughter up for volleyball club
- I have attended Community Events that are advertised on signs. I have visited new restaurants that are advertised on signs.
- Have looked up info in city website when open houses on city issues have been advertised. But I. Never care about little business signs for things like window washing or whatever. That's not how I shop
- I have felt that it would be a wasted phone call so a waste of my time. I am happy to see the city is planning to do something.
- Probably have, likely for restaurants though (like a wing night or something)
- It bothers me that some business operate without the signs and other companies get to abuse the system by placing their signs everywhere. Without thinking about how the landscape or streetscape looks.
- I do not bother reading them. if I am going to go to store, I go because I like the store, not because of the sign.
- phoned 311 a number of times about companies taping signs on road signs and lamp posts
- Attended the event advertised on the temporary sign
- DON'T PAY ATTENTION TO THEM
- Registered for the event that was being announced
- "I've attended advertised clean up days within the community. I've phoned 311 to complain about signs. I don't do business with those businesses that put up signs. I've removed signs from my property."
- Don't like advertising signs or giving those companies business
- All the time! Examples: remembered to pay my lake fees, took my kids to community events, attended garage sales and open houses, registered my kids at hockey, went to a local business for stampede events
- I was prepared to contact the city just recently and then I heard of this survey on QR77.



- Attended community events I would not have know about otherwise (movie in the park, fire station open house). Patronized new businesses in my community and taken advantage of special offerings.
- I've taken yoga classes, gone to festivals, and was aware of new business in the area. I'm a marketing consultant and I use them in smaller areas (Okotoks, Strathmore) and they are very effective and simple.
- I think of them as a blight on the landscape and a driving distraction, and do not patronize anything they are "selling".
- Community event I didn't know was happening was advertised on one of these signs. It was solely responsible for my going to the event.
- Attended many events I wasn't aware of otherwise because of the signage. Again, this allows people to get to events when events are not organized by billionaires and are the most cost effective.
- Community events and kids activities.
- I have attended craftsales and and noticed small business that I did not know we're there
- I try to ignore them
- Take down the sign for being obnoxious
- "NO, We have not taken or changed our actions based on roadside signs. Side road signage is usually a duplication of information I was already aware of OR business advertising. The advertising, I already feel bombarded with this type of info and am trying to minimize the ways it intrudes into our lives already on a daily basis.
- THIS IS NOT A PRIORITY ISSUE AND I DO NOT WANT MORE ADVERTISING SIGNAGE ON CITY/TAX PAYER LAND."
- Announcements of community events or new local businesses - I generally try to attend or at least look up more about them online at home.
- I don't read them.
- Community sports sign ups.
- Sports,sales, business
- have never acted
- It would seem that complaining about something really makes no difference.
- Soccer leagues, debates, new business openings and trying it out.
- Occasionally I may read one,but mostly I am disgusted by the blight of the signs in my area.
- Phoned to complain about location of sign.
- I don't pay much attention to them
- I have never acted on it, because by the time i get to my destination to do something about it I for get about it for businesses that is. Unless it is something for city awareness like upcoming road work, or community happenings like community public events. (AKA stampede breakfasts)
- I got my current job of 10 years due to the sign outside.
- Contacted the city due to private businesses posting signs on my lawn!

- Knowing to register kids for sports or community events
- Taken the information and participated in the event.
- attended a community event
- Never
- I attended an open house the City was hosting regarding a development being planned. I became aware of a function that my community association was holding. I noticed that a local business was offering a special service that would be important to me.
- Many community activities I have joined is because I have seen them on signs throughout my community.
- these signs inform us of upcoming community events
- I did read about a community event through a temporary sign.
- Except for signs relating to City business, I've never paid attention to the signs to the point where it has helped me to find something or some activity that I wanted to act on.
- I have never used any of the business information from a sign, but I do like to keep informed about community events even though I haven't acted on the information.
- I have mentioned to several stores that they should not need to have 3 temporary signs out on the street. Store owners are operating on a thread these days are acting out of desperation. Maybe eliminate the business tax on them and eliminate all temporary signage at the same time...
- Recall going to community events, was prepared for bottle drives, stopped at business that had sales that I had interest in & I do attend garage type sales.
- I have gone into businesses after seeing they're advertising on a sign
- Never !!!!
- "As mentioned counted 13 in one city block on Bonaventure between Anderson and Trico turn. Had visibility blocked by signs so pulling out of retail parking lots.
- I tweeted [personal information removed] because he retweets lost pets so I thought he would respond to the 13 temp signs. He didn't however maybe this is his response, if he received enough complaints regarding signs."
- I have gone to civic information sessions because I saw the signs advertising them while driving.
- I try to ignore them
- no sign has ever made me change my actions or convinced me to spend money at some establishment, my decisions are made with more information than can ever be placed on a sign.
- If there's an event I want to attend and keep forgetting about, these signs are really useful. Also, the signs for the local businesses are great, if the pub is having a special or what services the spa offers really helps get the word out.
- No, and that's why I would like the CoC to provide Citizens an study regarding the effectiveness of street signs.
- I put the little moveable ones in the garbage
- "Most ads at road sides are scams"



- I saw a sign about the engagement sessions on the City Charter. My action was to go online to find out more information about the City Charter and how to engage and provide feedback online versus face-2-face.
- I don't read them.
- Nope, can't say I ever have.
- Complaints to 311 regarding 4' x 8' steel-framed signs for commercial, for-profit businesses (Harmony Lane Music and GuitarWorks come to mind) nailed to the ground in Confederation Park. It's a PARK, not some doofus' unpaid advertising venue!
- Yes there are too many signs on the boulevards and streets. It's time to control the number and the duration they can stay there.
- Attended a community event because of a sign I saw in my community
- Recreation for children
- Signs for community events, never for a business
- Most recently I visited a yoga studio that I wouldn't have if i hadn't seen a sign advertising their new businesses.
- Called bylaw enforcement to have offending and illegal signs removed.
- I have got to the point that I usually just ignore them
- attended my local community events.
- They provide info that otherwise I would have missed.
- I regularly see my community fees are due, but I received a paper bill and promptly pay it - the sign would not be necessary.
- Yes. It is good to know when community meetings or events are taking place.
- Yes for community sports have reminded to sign up and same for community events. Blood donor ones also reminder and flu shots.
- Mostly garage sale. Or community events. Or even registering my kids in an extra curricular activity.
- sport registrations and attended community events
- I have gone to craft fairs and markets because of signs advertising them. I have also looked into sports for my kids, and community events because of them.
- "noticed specials on at local eateries because of signs
- made aware a local salon offered tanning services "
- Attended events
- no haven't found a sign to be useful to me
- I used the election polling station information on the sign to find where to vote.
- I saw the sign asking for feedback
- Signed children up for community sports activities. Attended community events and meetings.
- I've looked up more information about community events online after seeing them advertised there
- Kids registration for community sports and attended speaking engagements or political events that were advertised on signs.
- where relevant I have resolved never to do business with a signer



- I've torn some down
- Don't affect me much
- They have made me think, but rarely do I see one that I would act on.
- I took this survey based on what i saw on a temp sign. It also reminds me to sign up for community sports.
- I will go to the community event or sign up for a program.
- Try not to read them.
- "Yes, I've seen craft fairs/antique shows advertised and then followed up and may have attended. Most business signs are too difficult to get the info in the time it takes to drive by - so most of them are just clutter"
- I'm paying attention to the road, not to signage.
- Registered my son for baseball the first time. I was not part of the association mailing list so it was helpful.
- I have attended many community events or city forums due to signage I have read.
- I have gone to city functions, political open houses, stampede functions, community get together's and supported businesses I would not have known were their if it were not for the signs.
- I've considered but haven't followed through. I am more likely to attend something that I've seen advertised through social media or with a uniquely-designed sign
- Saw a sign with a discount on trucks and went in and bought one.
- Community announcements are useful. Business signs are tacky and annoying
- Attended various community events in my local area off & on during the season - especially senior events.
- "Community clean up.
- Census takers coming door to door."
- "registered for sports for kids... participated in community special event days...
- learn more about upcoming events. Excellent and needed
- as well as finding out about services..."
- I may have. As said - outdoor marketing tactics such as bold signs are highly effective and yield great results. However, is that the point of the discussion? I thought not. I thought the discussion was about what is best for our city? I believe that we should not do things just because we want to offer effective marketing options. We should do things that make our community better, more attractive and economically viable. Therefore, for me I do not believe that community signs like these being discussed will provide a real benefit for Calgary. Bold sign usage does not improve communities. It does not diversify our economy. Nor, does it make our city more attractive to businesses. Therefore, this form of advertising should continue to be used sparingly.
- Attended an event
- Local business, community, and even local government messages.
- The only times I have ever done something because of a message on a board was for a community event that I didn't know about before.



- I refuse to use any service that is posted on these signs.
- Called 311 as there were six or so signs in a very small area beside two sets of lights.
- I notice when there is a bottle drive and can then put aside bottles/cans for it.
- I am a single driver - by the time I would be in a position to write the info down safely I've forgotten it!
- Yes, Paid community fees on time because of a reminder.
- Attended community group meetings and City engagement sessions.
- When signs were put up in playground zone.
- Have attended community events, town halls as a result of road signs.
- "I have sent several complaints to 311 to have signs removed from parks. Why would the City pay for park upgrades only to litter the park with signs? The City is indeed the worst at adding signs for their programmes. "
- As I explained earlier I have responded to street signs in the past
- Looked up community events and candidates.
- I normally see a City sign in bridgeland and find it super helpful to know of upcoming events.
- I really try to ignore these signs.
- Have seen Garage Sale signs and followed the arrows ...
- "Filled out a survey like this because of a sign.
- Attended an open house event at my community because of a sign"
- Don't bother reading them most of the time as they are generally useless advertising.
- Attended an art show or community Christmas sale.
- I have attended public open houses, completed surveys, and registered for events and sports through this type of communication.
- "went to reptile show last year (2015) otherwise i would not know about it.
- also, several years ago i learned about a karate club on one of those signs, which i still attend."
- the scheduled event is over and the sign is still up
- No.. other than complete this survey because I've seen too many ugly signs.
- Attended the community meeting with our MLA.
- Attended a community event.
- Saw a sale, went and took advantage of the sale.
- "I just read the article in the Herald and responded but may not do so again as your survey is far too long"
- I avoid companies that use temporary/disposable signs to advertise. I remove disposable advertising signs companies put up from parks, sign posts and public property.
- got info on community events, i.e. time, date, place
- Responded to a city of calgary survey request
- Attended community-centre art shows, purchased pizzas that were on sale, and so forth.
- phoned community to put a stop to them> Community news letters go out to every home. City counsellors could do more for Calgary if they would admit to themselves that they arte a driver distraction equally as cell phones



- I tend to ignore the signs as I find them aggravating. If I am looking for a service I'd be far more likely to search the internet
- Joined a community event and went to a craft fair
- I don't pay attention to them as I'd rather not cause a traffic accident.
- I've attended meetings and many community events that I would not have known about otherwise because of signs like these!
- When our children were young, I saw the signs about sports registration and marked the dates on our calendar. However, we heard via other means as well, so I'm not sure the signs were necessary.
- Have signed my child up for community soccer and attended community events (stampede breakfast, City of Calgary Parks/Rec events).
- I have been distracted while driving by these signs if there are too many or if they are close together
- I avoid businesses that advertise in this way.
- I have attended community events that were advertised on bold signs
- soccer registration, hockey programs, community association meetings/announcements
- Cleaned up advertising signs that were installed on city blvds.
- No, Always these kind of signs are disturbing to drivers because the location of them usually are exactly at the corner of intersections and blocked the sight of drivers.
- I have complained about signs to bylaw but lack of proper laws on placement, type, number etc makes it impossible for them to act.
- Sent a note to the local Councillor. Nothing done.
- For local community events and for city surveys/forums
- I've gone to town halls with my elected official, movie nights at my community association, community consultations with the city and gotten my flu shot as the result of temporary signs. These were positive impacts that made me value the signs. I'd prefer not to have window washers and lawn services scream at me while I walk and drive. If I need those paid services, I have a solution: I know the need or opportunity exists and can easily find them in the phone book or online. The same cannot be said for those community activities I mentioned. Let's limit temporary signs to community groups and non profits.
- Definitely. The signs help me be aware of goings on in our local communities.
- I am working shift work, and most meetings with MPs are during my work time. These signs aren't reaching out to me, it's too unattractive to be taken seriously. It's the kind of sign I would expect for a bazaar or garage sale.
- Complaints to bylaw services fell on deaf ears. Apparently, they are too busy to deal with illegal signs or it was unsafe for them to stop and remove them.
- For community events.
- I don't usually read them as they distract me
- When community advises about a bottle drive, then as a member I'm unsure that they are ready for the appropriate group doing the collecting.
- I purposely avoid any group, Business, or activity advertised on these signs.



- signed up or participated in activities
- I have usually already heard of whatever event is being advertised in the sign through either the radio or multimedia.
- Called the number to get more information about a city event, called a kid's club to get more information.
- There's so many signs and we are inundated with marketing. It all becomes a blur. I don't really pay attention to them anymore.
- No I have not as there is not enough time to read all the info on the signs and certainly not enough time to get contact info like address, phone or email or web site
- Pushed the sign over then reported the offensive message to the authorities. Small posters that were offensive were removed and garbage dump.
- All I do is
- attended garage sales, registered for activities
- I think signs from community groups, sports clubs, etc. are important and serve the general public well. Often a good reminder of upcoming events, etc. However, overabundance of business signage is just clutter and a distraction, especially after a windstorm when they are strewn all over the roadways.
- Election sign impeding an intersection view
- I reject that these signs are even allowed and in fact if I do note who the sign represents, I will in fact make an effort not to do business or have any contact with the people who post these signs
- Was aware of a sale, attended a craft fair, was reminded of advance voting,
- Notice of various community involvement/ developer presentations/ political meetings and voting information.
- From seeing a good price for wine or even lunch to learning when to register for soccer these signs work
- For community groups ie, sports registrations, scouts or guide cookies/popcorn and where they might be available. Reminders of community meetings etc.
- I have seen a few to advertise antique shows/farmer markets
- Signed my kids up for soccer because of a temp sign from the northern hills association. Attended events at vivo.
- Attended community functions, Shopped for items advertised. Took advantage of a fitness class offer. Changed my dentist.
- I try not to read them
- Very unsightly at times, knocked over.....no oversight.
- Aware of community meeting because of one, but went because of a mail drop that had proper details.
- Bike path on Northmount Dr NW town halls and consulting was advertised this way. Wouldn't have known about it otherwise. Flyers did come door-to-door after but the signs were most effective.
- Have suggested to community assoc. to reduce quantity



- I have attended an activity I wouldn't otherwise have known about many times after seeing a street sign.
- Yes I have even taken city surveys that were advertised using these signs
- "I take note of the message and refuse to use that business.
- Clutter and litter belong in the garbage and should not be encouraged."
- yes, I have gone to certain events because i seen it advertised on the signs, or reminders for me of registrations for football or other courses or classes the community rec centers have
- They don't provide any information not available in a less intrusive way.
- I refuse to go into a place that has these signs. It makes me avoid that business. One day I want to go out and move the letters around to say something funny.
- I've attended community events and registered for programs due to seeing information on signs.
- As I said, I try not to see them.
- I've participated in community events advertised. I will specifically not attend businesses that advertise in this fashion.
- I have deliberately avoided using businesses that insist on using these unattractive signs.
- I tend to avoid events/businesses that use temporary signs.
- attended a community event
- I flag any sign in my area to be reviewed by bylaws. Majority time I am right and sign is removedbut it takes days sometimes
- Road closures, community forums or engagements, city of calgary business
- Hockey registration and blood donor day
- Yes, but infrequently.
- I ignore the signs.
- I boycott any business that uses these signs.
- Have used reminders for community events, registrations to pay HOA dues, send in sports registrations, etc. Have never utilized services of a business that has advertised.
- Community signs....attend an event
- most likely, can't think of a specific example
- Attended a place of worship
- Look for community association messages .. look for child sports programs. Community block watch... Voting when they have their signs up. For local businesses if they have a special it will bring me in.
- Many time I have attended events beacause of sign msgs.
- You are unable to gather enough info on a specific sign because there are so many, so what is being advertised is lost.
- Community Stampede Breakfast
- I figure if they need to put up these signs...they are not very successful already
- there are the same kind of signs in my community. advertising services, businesses.
- Yes. Registered for certain sports because of a sign I saw.



- I live in McKenzie Towne and brought this to the attention of the community association but was told they were on city property and nothing could be done. In this day we have so many ways to get info, surely we don't need those unsightly signs.
- called up/engaged with businesses who advertised, attended community events, voted and so on.
- If anything, I avoid using any business that uses these types of signs.
- From community events to estate sales to anything happening in the city
- "remember to donate blood, went in for a sale."
- I have attended a community event
- "I think it provided me with a reminder of an upcoming open house the city was putting on.
- The open house was also advertised on the city website."
- "When the RCMP do their ""checkstop"" to collect funds for a charity, I totally slow down and dig out \$10 or so.
- FARMER'S MARKET signs that indicate the time and place of the market (usually up one day)
- A CLOSING OUT OR LIQUIDATION SALE
- A GRAND OPENING SALE
- Sandwich boards advertising the day's special
- i always ru home and sign up for matchmaker!!!!!!!!!!!!!!!!duhhhh!!!!!!
- Have called in to 311 to have some signage removed after election when they are basically forgotten about.
- Attended or was made aware of a community event.
- read cfcn.ca
- Community and/or school involvement
- For Community Hockey or sports as well as local community association meetings, I have used it as informational. However for commercial use, I rarely would act upon it, unless the sign is indicating a new store or service which otherwise you would not know about due to lack of permanent signage on the building/strip mall in regards to it.
- I have attended a community event because I saw a sign.
- Yes, some signs such as local community, or in this case, advertising city concerns are useful. What I dislike is commercial signs legally placed on boulevards; we're bombarded by advertising and spam in every media and I would prefer to not have same while walking/biking/driving, particularly driving as such signs can be distracting.
- City announcements of open houses, etc are useful
- Attended community events.
- All the time, signs are important to inform (community events, sales, new and old businesses getting exposure.
- Attended community recycling event based on sign.
- "Signed up a child for a sport in the spring.
- Did this survey.
- Found out about recent transit changes."

- Called 311 and had the sign removed.
- I have chosen not to use that business and would remove the sign.
- Community events.
- I think with social media and access to easy information, these signs probably aren't very useful.
- These signs are something that should not be in existence at all. they are trashy and look like a bargain basement store that is going out of business and needs to desperately sell it's last remaining stock.
- I have been made aware of events in the community, but the thought is so passing that I've forgotten about it by the time I get to my destination.
- I haven't the time to read signs while driving. To make such time; would take away from my reaction response times, and other cognitive abilities.
- I try to ignore them
- I try not too look at them while driving, too distracting.
- The only signs should be those connected to traffic safety.
- I wouldn't act on anything that's advertised on a boulevard.
- Though it's usually hard to get the phone number when you are driving by.
- I have removed signs from traffic sign posts.
- I've used the information from community associations to attend meetings or prepare for bottle drives for scouts/guides
- it's possible, i suppose, but i really don't remember if i did anything because i saw it on a temporary sign
- Signed up for a Community sports program, gone to an Open House, attended a Garage Sale.
- Community and city events
- Only in relation to community events.
- In community communication contexts (attended meetings)
- I have deliberately avoided going to a business I see advertised.
- Garage sales, sales at a business, public events
- read it in the paper and thought it was a good idea to ask Calgary citizens what they think of it.
- I have attended community events advertised on signs. But I have never purchased a commercial product/service advertised on a temporary sign
- Reminder or community fees, sports registration and events
- Attended an open house for one of the proposed bike paths.
- signed up for community dances, meetings etc.
- register my kid in community soccer
- We had a community cleanup event and learned about it from a sign and were able to dispose of household garbage in an effective way.
- Generally I don't read them. I prefer to concentrate on my driving and the roads. I do read some in my community when I am out walking the dog.
- Community events



- Called the city to let them know of a dangerous sign that should be illegal
- The nature of signs is to attract, draw in, illicit a response, think about etc...OF COURSE!
- Most of the time, by the time I have gotten to the destination to which I'm driving, I have completely forgotten about signs I've seen anyway.
- I don't read the signs as I am usually driving.
- gone to events and sales
- regularly call bylaw about unsightly roadside signs
- I've gone to community events and moved my car for street cleaning
- donated to food drives, signed my children up for sport teams, attended city information sessions
- been notified of City events, street cleaning, etc
- Become aware of community events
- I have never felt the need to call anyone on a sign. With the internet it is much easier to compare and find what you are looking for.
- Very seldom look at the signs when driving.
- "I see them being placed on stop signs, bus stops, very close to intersections, electricity poles and other government property.
- I called a few times that they look dirty and are distractions but no action is taken."
- On community events, I will see a title then research it online. Business ones, I generally ignore.
- It is distracting to try and obtain information off a sign while driving. Therefore I have not acted or done anything in regards to a message I've seen on a sign.
- I kick over any sign I encounter, regardless of message. [removed] ugly pieces of [removed]! Time to get rid of them in our city.
- Census takers, school open houses, pancake breakfasts, community parties
- Looked up further information for events or candidates in elections.
- I have no use for this type of advertising. Would prefer it not to be on our community streets
- Harvest Hills Golf Course; Community Children's sports teams; Fitness class at a community centre; looked up an issue; attended at local political event. I often take a photo of the sign to look up more information when I get home.
- If I were to slow down to read the sign or write the contact information down, not only would I be a distracted driver, but I may cause a serious accident. These signs, permitted by the city, in my opinion, create a liability for the city.
- "Attended an event.
- Made a purchase from an advertisement."
- I am driving and keeping my eyes on the road, I don't allow the distraction of reading these signs.
- I keep an eye on the City website, Facebook pages of things I am interested in
- "Preschool, children's activities, community activities/special events"
- Most of the information on the signs is easily forgotten as you pass by and read the next one.
- They are often great reminders for signing up for activities, community notices etc.
- Local CA meeting announcement

- "Ironically, considering THIS SURVEY'S earlier question regarding driver distraction, the survey sign I saw is located adjacent to, and AFTER a heavily traveled intersection (Acadia Dr. & Anderson Rd.), and is really only visible once one has entered the intersection.
- Placement of such signage either BEFORE an intersection (where drivers waiting for a light can read them), or mid-block (where drivers typically have ""attention to spare"") would less compromise safety."
- Visited an Open House. Attended a meeting/event in the community.
- There was a sign about the closed pathways with a link to more info. I did go and look that one up.
- once in a very long while have gone into a business I was unaware of. Often, gone a different route because of a city warning that a street will be worked on/closed. Often community association events. Sometimes have remembered to fill out survey when I get home. Saw this on Facebook, not street.
- I consider these signs ugly, a distraction, and takes away from the community they are placed in. Those signs are hideous and I cannot be bothered reading them.
- We tried a new neighborhood restaurant some time ago, and we attended a community event because of a sign.
- Children's out of school activities, community farmers markets, community events such as Halloween or Christmas dance or craft fair. As well as Doctors offices.
- Because by the time I get home cannot remember the info I quickly read. Can't stop or each sign and write info down
- Purchased a good or service frequently.
- I ignore them
- I am sure I have in the past, cant think of an example but sure it has brought me into someplace to check something out in the past. Will say I dont act often because of it for sure. But in fairness I dont have young children and am 54 so most of needs are habits so ads dont really draw me in anymore.
- I phoned 311 to remove some signs that I felt was making the community less attractive. I actually don't know if they were legal or not.
- Cheap, tacky advertising tells me the company is probably the same and does not attract me. I can not ever remember going to a business based on a roadside temporary sign.
- Anything I am interested in I can see in a newsletter, online, through various other media. I don't need the signs.
- I couldn't be bothered with what is on the signs. The only important ones are the ones informing you of road closures and the like.
- "Pick any six craft beers for \$12!?" *Brakes screech*
- I called 311 once to object to a sign I saw that too close to the roadway once.
- I have attended an event at a community centre and called businesses for quotes.
- Helpful announcement of community events I otherwise wouldn't have known about (i.e. soccer registration, community hall events)
- Purchased food, signed up for an info session, reminded of road closures, etc. Very valuable.
- Community events such as 'movie in the park' or 'community sales'



- Never!!
- I have attended a community event, joined a choir, and registered my child for classes from signs I have seen.
- "stopped - raised awareness of business - bought a product
- if businesses didn't think they worked they wouldn't use them"
- I saw the survey on facebook.
- I don't think that I have.
- "Reminded of community event"
- Complained about sign density to Counselor
- My local Yoga studio was advertising they are now offering spin classes. This is something I would not have expected and would not have sought it out on their website. I happened to be driving by and saw this and will participate.
- reported signs on public ;and that are larger than specified in the Bylaw. Reported signs on park land in my neighborhood
- Attended neighborhood meetings, special events, visited a new business, took note of a special event that was later cancelled. Lots of stuff...
- Attended a meeting....
- I have visited businesses and attended community and school events because of advertising on signs.
- No, it just makes me hate the vendor.
- I have attended a function because of the signage.
- Well, I took this survey - thought it was quite ironic. But what I would like to do is go vigilante and knock them all down.
- Soccer registration. No Parking for street cleaning. Garage Sales.
- Attended community events.
- They're just signs like commercials. Sometimes I talk about it but that's it.
- I have attended a community Stampede Breakfast and also saw that a community event I wanted to attend had been cancelled. I wouldn't have known otherwise.
- One was taped to a metal light pole in front of my place, I removed it
- There are so many signs competing for attention that I doubt I ever actually register anything on them any more.
- Completed this survey
- I investigated products and services as a result of signs. And community events.
- This is the first time I have acted on a message I saw on a sign. It is only because I happened to hear something on the radio about this issue that caused me to look into it. When I saw the signage, I was a passenger in a car and did not get enough information from the sign to act on it. I had been noticing more and more signs along the boulevards and wanted to express my concern.
- Reminders for hockey registrations, boy scout registrations and events upcoming in the community.
- "If I am looking for a business, I go to the web or newspaper for advertising."



- Remind you to give blood, move cars for street cleaning, etc.
- Paid my HOA fee prior to due date
- Complain about the sign!
- I can't recall having acted on the message in a sign. Except perhaps to feel distracted by one while driving.
- "I am taking this survey because I saw it on a temporary sign, ironic right?"
- Attended or researched an event
- I saw a sign briefly about this survey - but was unable to read the whole thing... I found this link through Facebook
- i would never act or buy anything because it is on a distracting board
- Many times! Stampede parties, finding a preschool, Tae Kwon Doe, our local gymnastic for little ones...the list goes on
- I have called the number of the message or gone to the event.
- There was a sale on in the mall at a store I didn't no was there
- I have acted upon special and registered for recreational activities because of signs.
- I smashed my car up reading a sign just like the ones on this survey
- Attend open house
- I saw the survey on CTV news online and decided to do it because this is an important issue. Especially during elections. Last election was TERRIBLE for signs. There were way too many and it was totally distracting to drivers. This is also an issue that needs to be addressed. There were candidates plastering sign after sign after sign. A limit is required.
- Nothing to add.
- Sometimes, admittedly rarely, I have actively refused to do business with the company/group sponsoring the sign. I have also removed signs that have been illegally attached to regulatory traffic signs.
- Community center spring cleaning and kids dances
- I have checked out lots of registration opportunities for my kids because of these signs. Things I didn't even know were available until I saw the sign.
- Attended community events
- local events, classes, sales
- If I've done anything....perhaps just shake my head
- Events specific to our community that have been advertised I have attended.
- Tired of the cluttering when i drive into our community
- I make a point of not wasting my time reading them.
- I try not to take my attention off of the only thing I should be doing which is driving
- "There is usually to many words on the sign or the phone number can't be memorized as I \m driving by at 60 km/h, Oh wait thats distracted driving isn't it?"
- I went to the pop up store
- "entered this survey.



- reported signs - with NO city action taken"
- Changed where I parked due to updates on roadwork, street cleaning etc. Attended community events I wouldn't have known about otherwise.
- I have gone to an event that was advertised.
- even politicians signs are messy and should not be tolerated
- Community events
- Helps find a store i was looking for
- I make a point of not using businesses that advertise on the boulevards (it annoys me that much).
- i have donated blood
- Sports registration for kids. Community events. NEVER business related.
- I thought there was a by-law already preventing temp signs?
- I have known about some events or promotions through those signs and I have gone to the advertiser to know more about them.
- I have never once learned of something new or taken action based on a road sign.
- Yes, as a parent, I have signed my kids up for soccer, registered for skating lessons, signed kids up for camp, new child care, etc. It's vitally important for staying in touch with happenings in my community.
- Can't remember if I have acted on anything.
- I've inquired regarding services or opportunities. I sometimes go around a second or third time to make sure I get the information I need.
- Nothing that I have seen posted on temporary signs has applied to me personally, primarily specific physicians, thus I haven't needed their services.
- I am taking this survey. If you are asking if I am encouraged by roadside advertising, I definitely am not.
- I tend to ignore these signs.
- Community group registration is often displayed in this sign, my community Association does not use Internet advertising or communication very well
- I dont read them while driving
- Broken sign - contacted 311.
- Being informed of community events
- Community meeting attention.
- Error in advertising a town hall meeting for a Councillor, so I contacted his office.
- NO I already know where I am going and what I am going there for. I have never stopped at a location because of what is on the big large black signs out front.
- No, I tend to ignore them. I am not the type of shopper who is easily seduced by these signs.
- Have reported too many signs up too long to the Community Association for action.
- I've attended community events that I learned of from these signs.
- Newspaper article.
- Filled out my census form. Registered kids for hockey.



- I found out about the survey from such a sign and I'm doing the survey now so I guess my answer is yes.
- They don't really relate to my needs.
- I don't read....I'm driving
- Just thought I should have a say. Found out about the survey through the news.
- Purposefully do not shop at businesses that clutter the public lands and sidewalks with this type of signage.
- I can't get past how unfortunate it is we have to have them messing up our blvd's. Never care when soccer or whatever, registration is happening.
- Give and provide information for my area of city. Will go home and investigate further when the sign is of interest to me
- I have reacted to community center information. I do NOT respond to business ads
- Yes, I did see a few signs that informed me of an event
- Called for info. Dropped donations off. Looked up stuff online.
- All these signs are useless. Who writes down a phone number while driving?
- And I never will because I dislike them so much!
- Community info
- I complained to the city about an aborted fetus banner hanging off an overpass during rush hour. Not appropriate. Adult rated material should not be displayed publicly where children are present.
- I can't remember exactly, but when a sign indicates something of interest to me, I take action and look into it further. E.g., if there is a website listed, I'll check it out.
- I've attended events, registered for programs. Bought a pizza deal.
- I removed the sign when it was placed in the wrong place.
- Took it down because it was too distracting
- Stampede BBQ's, Christmas fairs, town hall meetings
- See signs around city all the time
- I took advantage of a promotion that was advertised on a sign... but the sign was only about 3' by 3' had a short message and was just around the corner from the place.. close enough that is effective
- Yes, because of certain signs I have gained a greater awareness of my community and what it has to offer, such as a soccer club for kids. I have visited many local restaurants that were new to me and I am happy I tried them out because they have now become one of my favorites. I also have attended various charity events that I would not have known about if it were not for the sign I saw.
- Donated my bottles to the scout drive. Attend the local community fair. Fill in a sign survey. Heard about the lego competition.
- Community meeting announcements, yard waste pickups (drop-off) locations.
- Attended a community meeting.
- High winds have blown signs into traffic so I made a call to roads permit department as I use to know the person that did the permits to let them know of a potential accident waiting to happen.
- Oh yes community events



- Not recently ... No kids ...
- Many years ago I found a church this way.
- Called to complain.
- Signs were removed as they were placed on private property without permission. This happened multiple times during the past few elections, and occasionally by businesses.
- I try to ignore them but they are like a bug in my face. Overstimulating litter.
- the signs are usually not relevant to me. (ex. sign up for preschool - I have no kids)
- "I have attended community meetings on the ring road and other transit issues based on community signs."
- Attended a community center event.
- Made a point of filling out this survey because I assumed that those who feel negatively towards the signs will be more likely to respond. Donated blood. Attended community meetings. Planned to attend community events.
- Flu shot availability sign is a good example.
- I probably have just don't recall right now.
- For election polls
- I can't remember the last time this may have happened.
- Marketing for businesses. Information sharing for communities.
- Attend many stampede breakfasts and community events
- Yes, I have attended a Fitness Class at a community hall because of signs I have seen. I have also done surveys online because of seeing a sign.
- yes I usually make a point of not doing what they suggest or hint It i should do. It's the same for the companies that advertise on the road side on the way to Banff. I boycott them
- Remember to pay community fees, volunteer or go to a community event
- Gives me a heads up on what is happening in the area of the city I am in
- We had the management company of our condo association attend the community association meeting about our concerns . Residents have also called 311. We get such a run-a-round.
- Stampede Breakfast
- Attended church and community events
- I heard about first on CBC
- Signed my kids up for community sports
- I recently moved to Calgary and found a fitness class near my community that I now attend.
- Participate!
- Impaired vision in Douglasdale SE by road side sign.
- I have just noticed an increasing number of Advertising Signs posted on boulevards as well as the sticky ones posted on the back of traffic signs
- Here we go again on the poor questioning. I have become aware of community events through the use of temporary signs. And also have permanently stopped shopping at stores or businesses who use these signs on public property.



- Gone to an event.
- "Mostly no. But yes if it's a quick instructional message.eg: Where to turn , park , for an event .
- And a big no for selling product. "
- I saw a photo of a sign with the survey on Facebook.
- I took this survey.
- Attended Christmas market; participated in neighborhood cleanup; this survey
- Saw the item on ctv news website.
- Temporary signage that block turning views on city streets is extremely distracting and dangerous
- I have taken signs down and junked them, i.e. Painter's signs, Junk clean-up signs.
- This survey and I really never do surveys.
- Nope. I ignore them.
- Attended a couple of City consultations.
- Visited businesses and used directional signage.
- It almost deters me. I am more likely to stay away from a business if I see one of these signs
- Saw it on the news (tv)
- Kids activities
- I am completing this survey aren't I?
- Non business community related
- I try to avoid doing business with these businesses
- I don't recall. On occasion I may have ie. A craft market, fair, church service.
- I do not pay attention to signage when it is advertising.
- I don't have children, which most of the signs in my community are regarding, but it's good to know when community events are going on!
- The signs you show may for promotion of a special event so no issues with them.
- Did call City of Calgary 311 to state that I felt there were too many signs on Richmond road SW
- They are usually mom and pop businesses that are advertising and usually for a product or an event that I do not want or need.
- I actually actively choose not to promote nor participate in this form of promotion.
- They play no part of my life except community notices
- I have removed them and thrown them in the garbage.
- I've filled in city surveys. Avoided driving routes that were blocked for events. Considered community classes
- I don't think I personally have, except to pass on the info to somebody else who might like to know.
- Got into a shop because of a sale
- Once I got my lawn aerated from a sign, but that was stapled to a street sign. So no.
- Signed up for a program
- I have never used the information from a temporary sign..... especially political signs.
- I have attended community events, political meetings, school events, social events. I usually ignore advertising of products.



- I have removed them from in front of my home.
- Notice of comm assoc meetings.
- Attended an event, but also saw it advertised online or in the newspaper, so the sign was probably not wholly responsible for getting my attention.
- I do not have the time or the patience to deal with city burocrats or these clubs and businesses that are getting free access to advertise on city property. Some put up the hand made or purchased signage them selves. Gee, free advertising.
- Registered for community programs
- Never to businesses, but I have become aware of events because of signs.
- I saw the sign re the survey
- i have acted on information provided and tried out little restaurants and shops because of their cute signs.
- I became aware of a family event happening in my community that I would not have known was happening otherwise
- I went to an open house at a firestation because I learned of it on a sign.
- A sign does not make me shop or go somewhere that I wasn't planning on going. Election signs are the worst!!!
- "Yes, I actively boycott businesses that I see engaging in illegal sign activity."
- Registered my children for activities
- "- Sign up for kids sports
 - Attend Community association events and activities
 - respond to City notices"
- There was a sign about this survey.
- City of calgary messages
- Able to get information about sports registration starting dates,community programs,cultural programs,upcoming events in the community,different types of services available in the community.
- Paid my community association dues.
- Registered in children activities through private organization and community association.
- Found out about community events in my neighborhood.
- Whether it be to donate blood or buy a box of beer I have done something I never would have before seeing the sign
- Almost all the communtiy events i attend are from the signs. The reptile expo, stampede breakfasts, corn fest, events at the glenmore resviour. New day cares, i watch for the signs and take note of a sign that i need to get more information from the next time i walk or drive by.
- Also Facebook
- Lots of times. I have attended events such as community cleanups, community garage sales, craft fairs, etc. because I saw the sign about them. Also, I appreciate the signs about the Scouts selling Christmas trees.
- I have attended community events/shared community information on neighborhood signs.



- Complained to 311.
- Reminded me to register for recreational soccer
- Once, I found a new family doctor in an unexpected place.
- "Nock over
- Safety "
- I go into stores with deals. I attend events. I have reacted to signs such as "slow down" near a school
- I would not give my business to a company advertising with street signs. I think there are better ways to reach customers. I have noted and attended community events I have learned about via street signs.
- This is how I learnt about soccer in our community and when to register my children for scouting.
- Unless getting pissed off at seeing too many of them counts as an action
- "Attended city info sessions
- Enrolled my child in schooling and activities
- Informed friends of events they may want to participate in"
- Not influenced by cheap looking signs, in fact usually avoids same businesses.
- I typically do not respond to propaganda
- But I have appreciated knowing about these upcoming events...knowing what is going on in our community.
- During the 2015 Federal Election, I found out about the only forum that was held for the riding using a 4x8 bright sign. I have also found out about my Resident's associations AGM with the signs. I know the RA also reminds people of their dues before they send them to collections.
- I'm not sure. I may have seen registration information for kids activities that I followed up on.
- I have found out about community programs and events.
- "Sign kids for sports!
- Attended community events and AGM's"
- Community notifications only, never advertising.
- Sports registration reminder
- I always mean to, but forget by the time I get home...saw this one on Facebook
- Taking part in events communicated on signage.
- Attended an MLS meeting for my community because of a sign I saw on the boulevard entrance to my community and at the community hall.
- "I would like to get rid of all the temp signs!
- If not, then please, then issue time limit each sign to be up.
- Same signs in our community have been up way too long!!
- Yes, I have looked the activity up on the internet for more info a few different times.
- Only this survey
- I have attended community events advertised on signs. Stampede breakfasts, crime seminars, community meetings, clothing drives etc.



- Gone to a store to check out a sale, or visited a web site for more info
- bottle drive, called about singing lessons, participated in community events
- ">cause when I drive on the roads, that's is where my attention is ,not on signs, especially all
- the election time signage"
- everything from voting to shopping
- Yes, I've pulled them up and trashed them.
- I almost contacted you but it disappeared before I did.
- I attend community events and support local businesses and fill out city of Calgary surveys because of signs.
- Local stamped breakfasts are advertised on these signs.
- "Voted. But I would have voted regardless.
- I have also been motivated to get a flu shot due to a reminder on a temporary sign."
- Definitely came to events, knew about special weekend sales, etc
- I took this survey.
- Acted on? No. Done something? I've gotten really annoyed with all the freaking signs... It's considered vandalism and therefore illegal to act upon that right?
- Less likely to patronize that business
- There way too many signs to complaining about
- Temporay signs do not sway me.
- Gone grocery shopping because most of my list was on sale.
- Called By-law to have signs removed from light standards
- Attended multiple public engagement events
- "I have reported several illegal signs to 311.
- As a community member I have found community messaging helpful and acted upon it (eg community cleanup notice). "
- will never act on something written on a tacky sign that makes neighborhood look cheap
- I have pulled them up and thrown them out, not a lot but I have done so. As I mentioned I also boycott companies using this method of pollution.
- I could not believe you used a temporary sign to ask my opinion about temporary signs. This is the first time I have ever acted on
- To be honest advertisement signs annoy me to the point that where I may have been interested previously, to be overwhelmed by advertisements makes me want to deliberately not become a consumer of that product or service.
- I saw an concern from someone who runs craft fairs. I thought it would be absurd that owners of these fairs and farmers markets would be prevented from having these signs to advertise their events
- Pancake breakfast and other local community events. Also moved car for road cleaning
- No. Never.
- I find them very informative. Simple as that.

- i've taken detours, known how long it takes me to get to places, community events, extra curricular activities
- I never receive the full message so these signs merely act as a distraction.
- Yeah i enjoy going for walks and changing the message around to say something vulgure and funny. Having 3 signs per block makes it easier to collect letters and make my message great! Its like a virtual word search game!
- Picked up left behind sandbags myself. Called the City to pick up left behind concrete blocks and sandbags.
- Use it for registration info and community events
- I have attended community events because of seeing information on a sign.
- Don't pay attention to signs. Too busy driving and watching for traffic signs.
- I am reminded of the timing of annual events hosted by non-profit organizations.
- Gone to a community Christmas sale or other I would not have known about otherwise
- Great way to find out about city and community initiatives and I have definitely taken in events advertised on such signs
- nothing i can ever recall. i do remember the day they installed the sign on the road at the restaurant i work. We were busier than usual that evening and i asked if it was new because i was unsure if it was, thats how easy they are to not notice them
- I have attended things like art shows or antique shows because of signs I saw where if not for the sign I would have missed these important events.
- Sports club registration that I otherwise wouldn't know about.
- Soccer team registration. Political expression.
- I didn't this survey
- Never finish reading while driving. Can be distracting. While walking the signs should be low.
- "I purposely have nothing to do with whoever is advertising on these signs. I hate them that much."
- "Temporary signs block sight lines, sidewalks and clutter the main streets.
- They're obtrusive in every way and if businesses want to advertise they should require permits or use other means, not put signs up on major throughfares and sidewalks."
- Registration for preschool and sports in local area after moving to a new part of the city. It was a good way to find out about local programs.
- Good for knowing about upcoming events
- Radio
- Was not aware of the new YMCA in Remington. Took me multiple times of driving by the sign to finally read all the info.
- I don't have time to read signs while driving. When sitting at a red light reading the signs I just think disgustingly trashie.
- I have not acted upon the influence of a sign I do my best to avoid reading them while driving as I believe they are a distraction

- The only temporary signs that are useful are the digital ones that inform citizens of pending construction. Otherwise, I hate them, think they are ugly, and boycott any activities i see advertised on them.
- I've found a new doctor from a sign. I've signed up for sports organizations - some I new about and needed to be reminded about registration and some that I didn't know existed. I looked into various volunteer committees for the City of Calgary.
- I generally don't pay attention to what is on the signs
- I typically ignore these signs because I don't have children at home and more often than not the signs are business advertising
- Attended events/craft fairs and community initiatives.
- I've attended community events and tried new establishments
- No concerns about the messages just fine them very Ugly along the road ways
- I have never seen anything on a the signs in my neighbourhood that I was not made aware of in the community newsletter.
- I've seen registration for certain events and have registered my children in the past. I've also read notices for upcoming events that I've attended.
- I'm too busy driving to read the signs. Like everyone else should be.
- Attended a community event, an organized community garage sale.....
- as above
- I don't use the services they advertise
- Been aware of upcoming community events.
- Mosrly the banner ads on pedestruan crosses.
- I have looked at web sites for kids sports activities being advertised, gone to city neighbourhood meetings regarding construction plans, noted a sale at a business.
- I look for other forms/tools where information can be dispensed for me to look at. I only find these signs distracting, unsafe in many ways, ugly and all over the place. We can't enjoy the beauty of our communities and the safety in our communities because of these signs.
- I haven't found it important enough to use signage like this even though I have benefitted from it. There's enough advertising everywhere and it feels like a bombardment at times.
- I went to an advertised event.
- "I've gone to an AGM in my community.
- I've gone for a special ""wing"" night at a pub not in my community.
- I've stopped at a store in my community to purchase a sale item.
- I've gone to a travel agency due to a sign."
- "I try to ignore them completely when I am driving. They are a major distraction!"
- took in a pancake breakfast, a few other community based activities over the years. If I still had kids that age, I'd know when sign up was for various sports activities. The signs can be quite informative.



- Yes, they do sometimes provide reminders of a deadline (i.e. hockey or soccer registration deadline coming up), but I still think they are very unattractive.
- I make a point of avoiding dealing with any business that uses road side signs to advertise.
- I have learned of events in my community I would not have known of otherwise.
- "If anything, signs like this will make me less likely to give my business to anyone who uses them. I see a sign like this and think ""well they don't really care about public safety"" so i feel disinclined to give them business.
- The exception being for community events, these signs advertising a community event have made me consider going. I would just like the signs used for this reason to be more in line with the design of the community they are in. So they don't look so out of place."
- Went through 311 to have business signs removed from the community (residential area).
- Have gone to multiple community events because of signs posted.
- I took this survey.
- I didn't know about a neighbourhood block party until it was advertised. I went and it was fun. Similarly, I didn't know about our community garage sale.
- The community clean up
- When I see them, the message is irrelevant to me. All I think about is how tacky these signs are.
- Phoned or searched more information
- Community events / sport association registrations.
- I'm active in community groups and activities, so the visual reminders are important.
- I asked the signs to be removed from my view. Nothing was done.
- Never
- If I need to find something I google it. If I'm looking for a community event I google it. I don't waste gas, money and time driving around looking for a place to shop or go to based on road side signs.
- The only temporary sign I've ever actually acted on is the one that brought me to this survey, but I do see the benefit in community information signs.
- When my kids were younger, the soccer registration signs were a reminder to sign up.
- Absolutely...they bring/provide awareness to all citizens of the city.
- I have frequently seen community events and craft fairs that I didn't know about, and ended up attending, having seen the sign.
- I have gone to community events because of the signs.
- found a craft show, found a small business I would not have found otherwise, learned of community meetings in my area.
- I went to a City theatre in the park night. I have signed up for community runs/walks because of signs, and attended Alderman events, just to name a few.
- Not that I can recall.
- paid community fees, knew where polling station was
- Joined water polo and rugby and replied to this survey
- No comments



- Gone to community association BBQ, signed up for community garden, gone to art show
- I've made a concerted effort to not support any of these businesses.
- Pancake Breakfasts, Community meetings, Grand Openings of new businesses, Sales
- "I have become aware of community events through sign postings.
- I will avoid using businesses that place signs on public property."
- Saw it on the City of Calgary Facebook page.
- Haha - I am doing this survey
- all the time! i've read/used signs for community event notices, recreation opportunities, calgary project engagement notices and some business ads/sales.
- Good in that I knew when my community association was having a meeting; bad in that I called 311 to complain about the proliferation of private advertising along Symons Valley Boulevard. NW.
- I have put my kids in sports clubs.
- "Only Community event signs are of interest to me.
- I heard of this study from my spouse and had trouble finding the website as I did not have the correct survey name."
- Phone 311 regularly to report signs violating bylaws.
- Actually, never.
- Mostly try to ignore them.
- "community event"
- an event
- Registered my kids in numerous sports and activities posted. Taken advantage of sales and specials. And advised of changes.
- We registered our kids for camp.
- I read about it in the Calgary Sun.
- Often they have dumb ads that we make fun of, or the letters are re-arranged, but I've never been prompted to go to a business because of one of those signs
- things in the community that could affect resident, attending open houses, reviewing project applications like Crowchild trail, etc are a few examples
- Yes so many of them in the North east
- YES, when it wasn't spiked in the ground with a rusted, sharp piece of rebar or held down with a hunk of old concrete, I picked it up and threw it in the garbage! At no cost to the city vs getting a city paid employee to do it because Calgary does not presently have a sensible Sign Bylaw in place!
- I have attended multiple functions due to temporary signs. When I was new to Calgary, it was very helpful to find information on signs that I hadn't thought to look up.
- yes, community events.
- However... There are some signs placed close to the street in some strip malls. Many of these signs make it far too difficult for a driver exiting the mall to see approaching traffic. No sign should be allowed near the street within perhaps 30 metres on any intersection or exiting lane
- Sent my kids to the free City of Calgary day camp because I saw the sign.



- Ogden LRT, We don't need a tunnel dug right below our house for the purpose of causing interference with normal day operations out here.
- Registered son for sports
- Attending community events and signed up for programs
- In my community I don't always know of some programs and dates for such. Community signs help me in this way
- I have seen signs for blood donors that reminded me to get in to donate blood. I have also seen signs for sales at smaller businesses that I normally wouldn't have gone into and gone in to buy things like winter jackets.
- Possibly, but I can't recall a specific instance.
- No, I just find the signs disturbing, and a driver's distraction.
- I can't think of a specific example, smaller grocery stores and shops put specials on their signs and sometimes they're the only way I'd know
- Never. I would never act based on a sign. Advertising should remain something that clogs your mailbox and not your streets.
- Attended a local meeting regarding an issue. Even gone to a sale one time.
- Registered my children in my community's outdoor soccer program; attended COC LRT Green Line community engagement events, attended events in my community.
- Only community info, never businesses
- No, nothing relevant to me
- Some advertising and messaging has allowed me to get products and services I needed or wanted.
- I've seen hundreds of them over the years and I don't remember going anywhere, buying anything etc. due to the advertising.
- I complained to City Bylaw about advertising signs (2) beside City Park on 18 st between 62 ave and 64 ave SE, as well as two beside school grounds on 18 st at Banting and Best. I was told they could be there for 72 hours - three weeks ago. they are still there
- I do not feel these signs are effective for businesses. They are useful to let the community know of certain events, though I have never attended anything of this sort myself.
- I ignore them and will not use a company that uses them
- I was able to make the registration deadline for my community kid soccer league.
- Supported bottle drives plus other community events.
- Nope. I try not to look at them
- Registered for sports and high school
- I've found deals for different house hold related items. I've seen and gone into supermarkets that advertise deals and I've attended events that were advertised this way.
- Never. Not once in my life.
- I answered the survey
- "Yes. I've been tempted to pull out my phone and type the relevant posted information into my calendar. ie. SIGNS ARE AN ENABLER for driver distraction, both their immediate impact and their



ongoing impact (100-200 yds for eg). EVEN DRIVERS who do not normally text and drive are BY HUMAN INSTINCT and personal interest, tempted to break the law - and that's huge, because people don't think that anything bad can come of the decision to even do it once.

- Unnecessary SIGNAGE is a CLEAR and PRESENT danger to ALL - both the drivers and the pedestrians (esp children) that use our streets."
- I don't actually remember how i came to this survey. . . Facebook?
- I came across the one put up by the City of Calgary while driving by a forest of signs. I made sure I took the time out of my day to make my input known, as there have been an increase in these signs popping up in my neighbourhood which was making the neighbourhood seem less attractive and more prone to graffiti and vandalism.
- Rarely find anything of interest or benefit to me.
- I've responded to city surveys and attended information sessions. Once my son is older they will prompt me to sign him up for sports and other community activities. I've also gone to a massage place, eaten at a restaurant and done other shopping.
- Have gone to Community Sales
- Been involved in community events/been a consumer because of these signs
- Done things based on community related events but rarely on business signs.
- I replied to this survey.
- Sometimes I would get curious but not enough to prompt me to drop everything and check out the event or business.
- Focused on going from point A to point B and not detouring because of an offer.
- A chiropractor advertising they do direct billing on benefits. I switched my RMT due to this very reason.
- No I have not. Simple
- just not applicable or relevant or needed....eyes on the road!
- Never done it
- for community events only. Not for business, as I don't think they should advertise In this manner
- only very rarely - mostly I ignore them
- If I read a sign it is often when I am driving somewhere & therefore am concentrating on my destination, & whatever info I read on the sign is usually forgotten unless on the odd chance I am needing that service or product.
- These signs have never encouraged me to purchase, or sign up for anything.
- Yes...I signed my child up for soccer because I saw the sign. I've also checked out community events because of these signs.
- turned in and gave them bussiness
- Yes. For a restaurant opening.
- I make it a point to ignore these signs.
- I have gone and shopped businesses because of these therefore helping Calgary's economy
- Attended a community event after seeing a sign



- Not knowingly, though they may have influenced my actions like any advertising does...
- Answered this survey.
- I have registered my children for activities and visited businesses who have posted these types of signs.
- went to a craft sale in the community
- I've gone to community events because of the signs.
- The City of Calgary advertised the open house by temporary sign which allowed me to attend otherwise I would have missed even though it was plastered everywhere.
- i ignore them.
- Registration for kids activities and community barbecues.
- Never
- Went to a business b/c they were advertising something I was looking for.
- Attended community events
- Community event
- I went to a community sale once in the 20 years I have lived here.
- Sports registration
- Sales and community events, Realtor open houses and so on.
- Search out destination prior to leaving
- I've attended a Christmas Craft Fair in Bonavista (not a resident) due to the sign advertising.
- Never!
- I try to ignore them.
- bottle drive notifications
- Never have. I think it's because the fact that these signs are "temporary" they suggest that Some of these businesses aren't necessarily above board.
- I have been reminded of hockey and soccer registration by these signs. I like community messages or events and opportunities to contribute to the community being advertised.
- Sometimes when an event or business catches my eye I'll research it in the future. Even though I tend not to participate in local activities I do like to know what events are happening in my community.
- I ignore all roadside signs - they are intrusive and disrespect my privacy!
- "Attended community or city sponsored event"
- They actually turn me away from the business as I find them intrusive.
- Great sale on wine one time.
- I like to keep current on what I would like to attend in the community.
- Community events
- "Yes I have documented the number of signs in my neighborhood checked the dates they were put up and recorded how long they were there. Planned on calling 311 when I had all data gathered but responded to this survey when I saw it in the paper.
- Have shared concerns with neighbours and friends who are also appalled at how our city is looking!"



- first time
- No means no!
- I have registered my children for activities and attended town hall meetings advertised on these signs. They have value; they simply need better regulation.
- Have taken time to discuss the matter with family and friends.
- If I am interested in something I usually know about it from somewhere else or know where to go to get that info.
- I purposely ignore the signs.
- Soccer registration for kids, garage sales, open house.
- Yes gone to a community event, and a garage sale
- The only sign I found informative, was the sign advising road closures for my neighbourhood for the Sikh parade.
- I saw a sign saying take this survey. How ironic!
- Very seldom.
- of 10 years of seeing them as i drive by them, I have yet to see one that is relevant to me (other than the cherry trucks)
- i have gone to a community meeting and an event i am not sure i would have known about otherwise.
- Most of the time the vehicle you are driving in or a passenger in, is going too fast to catch the contact number or venue, etc.
- I refuse to patronize any business or organization that advertises this way
- Actually have refused to go to a business where their tacky signs were everywhere
- Gone to/participated in community events. I try to ignore the business ones.
- I ignore them.
- Complained about non-compliant signs.
- I have run out behind our house to kindly ask that signs not be placed outside our fencing. But info not use community signs as a means for gathering info.
- Will never use the product advertised with these horrible signs.
- Community events, fund raising bottle drives.
- Registered for a community event
- Enrolled son into sports, went to community events, bought sale items
- Signs never influence my decision to buy. I buy what I need.
- Alderman meetings etc. or Stampede Bar B Q's etc.
- Never used street sign to influence me
- The last time I saw a sign was posted by the Lions about a community garage sale and I saw the sign after the event, so that is how much significant value there was that time around.
- I consider them a driving distraction so avoid reading them.
- To see what goes on in my community
- It creates awareness but can't say I have taken any action.



- Wasn't stupid enough to read those kind of signs while driving.
- Just a judgement.
- The City of Calgary has bylaw officers for this.
- I've phone 311 to complain, as I was under the impression these signs were illegal.
- Looked into a community event. Also saw a sign about this survey
- But i might now
- I feel just the opposite - I usually avoid the company that is advertising.
- I filled this out because if a Global news report, I boycott any business that uses them
- I have been close to writing to my city councillor to complain about the over abundance of signs.
- "A small sign approximately 2.5' x 1.2' advertising a restaurant in our immediate area.
- Non distracting and close to traffic control device "
- There are so many it's hard not to.
- Yes ..But only on buildings
- Refused to support sign advertiser
- I took the survey after seeing them
- I am generally trying to look around the signs that are on Edmonton trail to see oncoming traffic. I wish they were removed so that it is safer.
- I try not to pay attention to them because they are on roadways and distract drivers trying to read them taking their eyes off the road
- "I have taken part in many community activities due to signs."
- "Kicked the sign over"
- I have shown up at a community meeting because of signs.
- Attended community events.
- I have taken a class, attended a community event and become aware of the opportunity to participate in this survey.
- I can never read the message on a sign because there are just too many to focus on and they become a dangerous distraction. Less is definitely more.
- I don't read them as I am more concerned with driving
- On occasion, signs have been useful in reminding me of upcoming events.
- That would be encouraging the use of temporary signs
- In addition to answering this survey, I have been informed about community events, sales at local businesses and future plans/ideas for large scale infrastructure improvements/changes.
- Signed up for a sports group
- I have never registered or purchased because of street signage. I don't stop to read the message details.
- I actively choose to ignore them as to not encourage there use.
- Complained via 311 when a sign gets placed which obscures my vision of the roadway when I am at an intersection or near crosswalks.
- Make an association between a tacky sign with a tacky organization.



- Attended community association meetings, bought a lunch advertised at our local mall
- "I responded because of a news story seen on Global TV."
- We went twice to our community centre to discuss important subjects for the whole community.
- Pretty sure I never have
- During elections, these signs have identified polling stations.
- I just think it's very ugly. Like I said it Visual Pollution and with all the Social Media & Websites that can relay all these messages, why do we need to have these on top of the usual Business signs on the business itself.
- "Isn't it illegal to remove signage from the public streets????I currently do not know what the city's policy is on signage, and i have not researched the policy on signagemaybe the city should make the public more aware of what is allowed or not allowed.
- On the positive side, I have been reminded of upcoming community events through posted black signs with multicolored signs"
- Community meeting, sales at local businesses
- I called Bold Signs a couple of months ago because they placed a sign on Cross Crescent for an MLA's Stampede BBQ which made it difficult to see oncoming traffic on Heritage Drive. I asked them to move it and they did.
- Only this survey
- Saw it was time to register my son for soccer.
- Advertising works, you can't eliminate it, just try to control the one that don't abide by the rules
- yes, contacted a buisness to ask them to remove their signs
- Only once
- I don't understand this question
- They r too distracting to read. Driving safely is far more important.
- I ignore them like the plague and will not waste my time looking at them and risking myself and others to read them when driving.
- Attended community events and meetings because of messages seen on these signs.
- "I have however called By-law about signs in my neighbourhood that I felt obstructed my view when trying to enter traffic flow on 17 Ave. SW. Unfortunately By-Law felt that pulling into the road way to determine it was actually safe to turn into 17 Ave was not being obstructed. That means one has to find another way to drive to accomplish the task at hand. So was the sign really not obstructing?"
- Answered this survey; sports and activity registration in the community and other leagues.
- I have not acted on any of the signs posted. In fact, it actually turns me off of businesses who put the signs up.
- Just responding to the request for public input.
- Physio therapy pet stores and much more
- I have provided items for donation as well as signed my children up for community sporting groups.
- I believe I checked out a blood donor clinic because I saw the sign for it. But I ignore probably 80 % of the ones I do pass or I maybe read the top line and that's it.



- I usually boycott businesses that use these signs. I find them to be an abuse of public property, they are unsafe and usually ugly. Certain community notice signs are useful and look professional, but they are the exception.
- Having been unaware of a particular community activity/function, my wife and I signed up and took part in the event series at our local Community centre.
- Not at all. I ignore them as there are way to many signs.
- Community Association info sessions, meetings, and events.
- Has made no difference besides being a distraction
- Saw that the survey was being done on a sign I saw
- I pay attention to street cleaning signs.
- It is how I know to register for soccer or find out about movies in the park or events in the community
- I can't recollect ever acting on something I saw on one of these signs. If anything, because I find them tacky, I would purposefully avoid attending to these signs by ignoring them.
- No!!! I don't agree with the signs so I would never use a company that uses the signs. As for community news I get it from the news letter each month.
- looked away from the road to read a sign
- There is good reminders for open houses, political events, and community events.
- I've reported dozens of temporary sign bylaw violations through the 311 app. Unfortunately it takes a while for bylaw services to get around to removing the signs and often the businesses just replace them a short time later. A \$40 fine is completely ineffective.
- No. However, I've complained about the tastelessness of the advertising allowed on Calgary Transit.
- Yes, gotten angry as the have distracted me from the road while driving.
- I don't drive to I can look at them and not cause a accidents
- I have never gained any useful information from these signs. There are other places to get information especially now adays
- I have yet to find the information from a temporary sign useful.
- the sign telling me to go to this opinion site and fill in all the information. the rest just make me disappointed in the failure of the bylaws.
- I've attended events, purchased groceries and partaken in sales from these signs.
- I have not acted on any sign advertising because I do not agree with placing signs on city property that clutters our community vista and which are rarely maintained or removed when needed.
- I have taken part is several community association activities and have referred people to businesses because of these signs
- Community meeting
- Only time was some community stuff, never found a business to visit because of sign
- A community event was advertised on a sign in my community and if I hadn't seen the information on the sign I would have never known it was happening
- heard about it on the radio and have seen the signs ... which the signs are too close to the road!!!!



- Community Association reminders to register for soccer or dances.
- Oil change
- Community stamped events and charity events mostly. I do t pay attention to the business advertising
- I haven't seen anything as of yet offering a service I am in need of.
- Never responded to them
- "Sale for local business
- Notice of neighbourhood meeting
- Notice of soccer sign up "
- Bottle drives inform you when they doing their drive. You can prepare for that.
- "community events - participated or attended
- garage sales - visited"
- "I have signed up for courses at my Community Association."
- Community association meeting.
- ?
- I've supported community & church initiatives, such as Deer Park United Church's free winter clothing event, and community movie in the part events
- if there is something i like or dislike i will voice it.
- I do find the signs somewhat helpful for elections as it reminds me who my candidate is. I also like the community signs as they tell me about events in my neighborhood. We had a garage sale on the same day as the neighborhood garage sale because of the signs in my neighborhood.
- "I attended events.
- I donated blood.
- I gave to charitable causes."
- They usually don't apply to me.
- "I'm doing this survey because of one of the signs I saw!
- I've checked vehicle registrations because of a sign.
- In the past I have registered in courses or noticed good info for my family. One example would be flu shots. "
- investigated children's sport/activity from a sign
- I have not acted on these types of signs, it is usually from the permanent signs that businesses have, such as fast food places.
- I try to keep my eyes on the road when I am driving. I dont remember the info on the sign at the dnd of my destination.
- I like that the blood donor clinic information for the west side (85th St) is advertised on this type of sign.
- The survey sign prompted my reply... mostly directed at quality
- Has given me notification of a community event, registration deadline, etc that I have attended and would have otherwise not known about



- As I am usually the driver, these are ineffective
- I try to ignore
- Showed at businesses based on signs. Registered for programs and fundraisers based on these signs. Investigated different initiatives and companies I had no knowledge of after seeing sign
- I have gone to a business that I would have otherwise not known was there. I have gone to a community event I wouldn't have known about if it hadn't been for the sign.
- Gone to a real estate open house.
- I was drunk once and I changed the letters to say something rude.
- "VOTE
- But I already planned to...."
- I'm completing this survey because of a sign and I've gone into businesses in the past after seeing their signs.
- Community event
- I'm annoyed by them and generally glance at some but don't bother to try and read any but the most basic and simple.
- Found out about a community event and attended the event.
- They are noise. Presented in a sloppy, unattractive, trashy format. If I need something there are plenty of online or other information resources to guide my actions. They can be nothing but ineffectual, while being ugly.
- Purchased a home
- Reminder about sports registration deadline
- Art class for my kids
- Provided valuable community information
- Went to a store to buy something
- A few signs stated grand opening to businesses I never knew were there, some were sales. Community ones notified me of Christmas craft shows that I love going to
- I dislike so much that I avoid the businesses that advertise with them.
- Being a true Calgarian I seem to know where to go if I dont see any signs but for a new comer I think the signs may be a big help
- Community events.
- I have altered traffic routes, attended community forums and prepared for stress due to traffic delays
- I called the City to have a water meter installed because of City advertising on a bright sign in my community. That's a positive. But mostly no.
- I find them of no use to me
- Registered my son to sports. Gone to a dance
- Attended events in the community
- Only 1 - dog event at a dog park. Wouldn't have known about it otherwise.
- I avoid reading them.
- Attended community open house and AGM

- found a good deal on carpet installation might not have seen elsewhere
- I have attended community gatherings and joined a soccer club
- Community registrations, open house directions, new food places got my attention at the right time
- I understand that as of today, these signs are permitted by the bylaws. They are getting out of hand and businesses are taking full advantage.
- "Reminded me of the community clean up."
- I have reported violators of the current bylaw in my community, and worked for a small business owner who wilfully violated the bylaw with impunity for years.
- I go to events or support local businesses because of these signs. I would have missed many things without them.
- I have learned about community events and looked up sports organisations in my community after seeing the signs.
- Participated in community events that I would not have known about otherwise
- I know i have received information from a sign that i acted on, Like this survey as an example.
- When it is time to vote, or registration for extra curricular registration, ect. It gives me the information and/or forgotten.
- Attended political events or debates during elections.
- Most of the time I forget about the signs I see.
- I have acted upon community information signs (e.g. bottle drive, movie in the park, flu shot clinics). As a rule, I do not support business who deploy (often illegal) signs in my neighborhood.
- Called about a service
- I attended a community art sale
- I have attended community bbq's, participated in community clean ups, donated blood, and become aware of some city issues because of these signs.
- I can't remember
- Signs turn me off from the sign poster
- They are a road hazard.
- Not yet
- Saw the sign on 52nd SE
- Community events, sporting leagues, etc. are acceptable. Never responded to a private business ad.
- Never did anything but sure did try to read them., always
- I don't remember. Possibly.
- Seeing a sale, or event.
- Attended an event.
- Registered my children in community programs or events
- Only of interest to a limited number of people.
- Never ever have these things worked for/on me. I try to ignore them as much as possible.
- Yes, good sales



- Stampede events
- Attended sales and community events and visited businesses
- I'm sure that I have been drawn to a sign at a business location that says "New Business!". I believe that signs like this serve a valuable purpose in a neighbourhood for a very limited time. Most of us travel the same streets, day after day, and it's not long before a sign like this loses its effectiveness.
- Signs are a turn off . Make me less likely to contact that business as signs are an eyesore.
- Those signs are useless.
- Not yet, but I always think about it. Mostly community event sign notices.
- Yes, I did this survey!
- Community sign for a clean up.
- I usually get the message on these signs seen in the paper, on air, word of mouth or at the local shops in the area.
- I remove signs and other litter from public property.
- I use roads to commute, not to read
- "Candidate signs do not persuade me at all during election time. I review the websites of candidates to learn more about them. I read the newspaper. I watch tv debates.
- Signs are an eyesore.
- I have never contacted any businesses from the signs placed in my neighbourhood. I use the internet to search for local businesses.
- I read the community newsletter so the community posted signs have no effect on me either."
- Sign, sign everywhere a sign....no one is reading them anymore....two many signs everywhere!
- "Why, city states it's allowed under the bylaws."
- i fill sorry for small businesses the going true this bad economic time instate of city helping this small businesses and the sign maker the should become harder than it is already to many by low and barecate is not good for hard time like this time
- registered for events (from the city and others), adjusted my driving behaviour, etc.
- I read the information for my community events on the signs we have. I don't pay any attention to all the advertising or political signs other than note how ugly they make an otherwise nice community.
- I learned of this survey on Global News.
- In some cases I have purposely avoided the business because I hate the way their sign clutters the landscape.
- Community yard sales, that was it
- Take this how you like I saw the signs and made mental note to do this today. Popped up on my facebook page when I turned my computer on so the link. I still would have done this just a little later in the day
- Sign advertising this was hidden behind other signs. I try to read a different sign every day and ignore others that I may have seen.
- community events, city bylaw sessions
- I've responded to a couple of messages regarding initiatives within my community.



- Only signs related to the community i.e. community clean up etc.
- "I phoned 311 to make bylaws aware of the many illegal signs in my neighbourhood"
- Yes, I acted. I filled in an online survey asking to get rid of them!
- I discovered a business that had opened in my area that I wouldn't have known about, and as a parent they serve as great reminders of upcoming registrations for my children's sports.
- Kids sports registration, finding a preschool, kids art classes
- I will sometimes stop, (when it is safe to do so) and pull up a sign and throw it away. It's OUR city!
- Saw it in the paper
- I saw the survey on Facebook
- The sign brought it to my attention and the Facebook reminder helped.
- Attended community ago due to sign and sports registration
- These signs are how we know to get our kids registered on time for sports teams and activities, they're how we know what events are going on in our communities and in the city as a whole, they're how we share information in a society where life is so busy that people barely get home before they have to go to bed and start all over again the next day. I absolutely get information from these signs and I know for a fact that many, many other people do too.
- This survey!
- When driving I can't read them.
- I haven't had the opportunity yet, to make an event posted on a sign in our community, but I have read them find the information to be useful.
- I have never acted on a sign that I have seen
- Pulled over for flash sales, open houses, garage sales, community event, pop up market, food stand, windshield repair to name a few.
- Attended community association AGM because I saw it on CA sign. Also attended many other community events due to the CA sign
- perhaps the community garage sale - that's it
- It reminded me to register for a program BUT it is my responsibility to check on those dates elsewhere. Don't need the clutter on our boulevards.
- It's hard to know. Sometimes I will think I want to look into programs that are being advertised. Since it's illegal to use a phone while driving I can't call or look up the website until I'm finished my trip. Often that makes the information on the sign useless. I'm sure other drivers simply use their phones to call or email services on these signs.
- I saw info on the temp sign review on the news, not the sign. I try not to pay attentions to signs while driving and concentrate on driving.
- I was made aware of an important community event and also about some new small businesses opening in the area - valuable tools .
- I've attended community events due to reading a temporary sign. I'm not on social media, so they are a handy way to learn about events.
- For the most part, the signs inviting participation on city issues are the only ones I pay attention to.



- Rarely pay attention
- I tend to pay attention to my driving to avoid collisions with all the idiots on their cell phones.
- This survey!
- Took this survey
- I've gone to community events. I've gone to restaurants in my communities. I've booked sports through advertising in my neighbourhood.
- I have attended functions because I saw the advertising on a sign, that I may not have know about without the advertising.
- I have registered for community soccer. I have set aside bottles for the scouts bottle drive. I like the signs that advertise events etc that are happening in my local community, they make sense for this use.
- It has allowed me to more engaged in the community and actively participate in various events throughout the city.
- "I actually intentionally avoid any business which advertises in this manner. For any information I require from my community or city, I refer regularly to their websites. In this day and age, this type of communication is NOT required. 20 years ago, maybe, but NOT now.
- Please stop allowing this trash to be distributed in our communities."
- I've gone to a couple of events at the community centre.
- gone to community events i was made aware of by these signs
- Not really. They usually have a discount posted for a business.
- I have registered with clubs, attended activities, and completed this survey because of roadside signs.
- at least weekly. signed my son up for karate, decided not to vote liberal, found out about a craft sale, went to a whole bunch of open houses, bought a ton of cheap wine. it goes on
- The signs have informed me of things of interest to me.
- Stopped in to purchase what was advertised. Also with kids in sports it's a good reminder
- I see them and think to myself how ugly they are in amongst the trees that are supposed to beautify the city. I have no interest in what is being advertised.
- Anything to do with our community association (AGMs, events,public votes etc) i pay attention to. Also charity drives and messages from the city. Everything else I mostly ignore.
- Some people have placed derogatory messages on signs and banners hung over roadways and I have reported them to bylaw services to have them removed but even this is a process as they do not actually remove them, another city employee does this and if the "person hanging the sign" isn't present, they come looking for their signs which are stored for them and then the process begins.
- I have gone into a supermarket to buy something on sale. I keep some businesses in mind for future needs.
- I have gone to the advertised event many times.
- Saw the TV news report
- I don't read them - or at least try not to. I've never followed through on any I may have read.



- I feel we as citizens should have more input on where tax dollars are spent and enjoy taking part in surveys to voice my opinion.
- Community event - sign up for activities, general meeting.
- Going to community events I would not otherwise have known of.
- I find in panorama, it is always "matchmaking" and "skin lightening" signs
- Complained to 311
- I like open houses in my neighbourhood for me the check out the market...
- An example would be bottle drives - get the bottles/cans rounded up ahead of time
- Poorly worded question
- Attended a jazzercise class
- I have taken note of community announcements only.
- A community event
- I have registered for community programs due to these signs, I may not have learned about them otherwise
- I avoid construction zones, I donate bottles to community groups, I visit open houses, I attend community functions, I visit businesses for their sales, I hired a tutor
- There is a place for advertising and it is not on the side of the road
- asked the installers to move them away from my window
- Information about registration for kids activities, or a new business opening/offering.
- Yes, But this was a rare instance; mostly I ignore these signs.
- Yes I have removed signs less than 6 feet from the curb, as I believe the current bylaw requires.
- Calling out businesses on poor spelling and other errors that impact their brand or image.
- The sign took my attention away from driving in heavy traffic.
- Occasionally I have gone into a business or store to check out what they have to offer because of their large temporary sign. Oftentimes a big sign informs me of a business I was previously completely unaware of.
- Registered children in sports programs and attended Christmas Craft sales and Art shows.
- "changed my driving route based on traffic advisory signs"
- Aside from actively avoiding businesses that advertise with those signs, I try to ignore them as much as possible.
- The only time I have found a road sign helpful was when it stated where polling stations are
- COC was advertising golf rates at City courses...I quickly booked a tee time. Informed about traffic issues, and community open houses. Also, gone to local shops and restaurants to eat because of specials or sales.
- Some city or community events
- I generally ignore any sign which isn't related to driving conditions.
- I have gone to community events, registered kids in sports and gone to open houses held by Realtors because of them.
- Do not want to reward businesses that use temporary signs!



- Yes, but that doesn't justify them!
- saw upcoming community clean up. knew dates of hockey registration
- I ignore all temporary signs and look to personal references or my own investigation to find what I need.
- I have attended fundraising and Stampede events after seeing such temporary signs.
- Try not to be distracted by them
- This is similar to wearing a shirt that advertises some designers name. I don't wear them and I don't care about the 'message' on the signs.
- Events and fund raising in our community. Grand openings and special pricing too.
- I honestly don't read the signs as I am driving by. I see too many in a row and cluttered along the roadside.
- The only ones I appreciate are the road information like times to get somewhere or accident info.
- Attended a school function because of a sign. I have no kids in school anymore but like attending some of them.
- I called a barbershop! And I tried to read the sign on Harvest Hills about this survey while driving and missed the website page, almost got into a small fender bender doing so!
- I have called about park participation, i have been made aware of boy scout bottle drives, street cleaning, community initiatives.
- There are too many to read. I'm travelling too fast to get pertinent info like a web address or phone number. If I have a need for something I don't go to a sign I ask friends for a referral, use google or social media. The signs are useless to me.
- Community events, found a new service provider.
- Bought tickets to an event because it was advertised on a sign
- I've attended community town halls.
- I have voided any businesses that use these signs. I have also stopped my car to get out to move a sign as it was a hazard to my sight line when entering an intersection.
- I will not promote organizations, charities or business that use these signs. Most neighborhoods have local newsletters - use them.
- I have been made aware of a local event, and contacted a service provider. I have also attended a meeting in a new location once it was advertised the location was moved for voting. Also, was able to easily determine where to vote because of a local sign.
- Community events
- Was not aware that I could actually act on signage since I assumed the city was on the ball regarding who permission was given to.
- I ignore all signs. I pay attention to my driving.
- I get involved in activities around me and deals that are to be had
- Probably in a subconscious manner.
- Only the community related signs and only when I'm walking. The commercial ones I try to ignore especially when I'm trying to concentrate on driving.



- Notified of community events.
- I try to ignore them.
- I have used a service because of a sign I saw
- Unless you include City street cleaning/snow removal signs
- No seems to be self explanatory.
- i did this survey...
- See previous.
- They are not pertinent to me.
- No the signs have not provided info for me or my family. As a matter of fact I would tend not to support sign advertisers
- Gone into Coop for shopping specials
- I just think they are cheesy and would never patronise those places.
- I have never used them. Ususally, I'll use my phone to locate a service/probably duct I may need.
- they are of little relevance
- I tend to get most of my information from emails from the associations I am a part of.
- Attended community events.
- have moved my vehicle for street cleaning... have not walked on grass that has been treated with pesticide, have attended a community meeting, been rerouted to overflow parking etc.
- Can't read them while I am driving
- Usually when advertising a specific product like beer price, pizza special, hamburger deal
- I registered my kids in community sports and gone to community events because of seeing the info on the signs
- I am usually driving and cannot read the message on the sign.
- I've register my kids for preschool and basketball based on information from signs.
- I joined in THIS survey.
- I have attended events, signed up for community-based programs, and learned about something I don't think I would have otherwise. I have also called 311 about signs that I wish would come down.
- Community events and city events
- I may have paid attention to a community event based on a sign that was posted
- Attended community events advertised by community association on a temporary sign.
- I have attended community events including: stampede breakfasts, garage sales, craft sales etc based upon signs present in the community. Again, would much rather see a few signs then have my mailbox filled with flyers
- I'm doing this survey. I have found local businesses.
- looked into an organization based on seeing their sign
- Avoided closed street due to construction
- Was informed of registration date/time/location to register my son in Scouting.
- I find the signs the city and my community put up to be especially helpful to learn about initiatives, events, and services available or coming up.



- Ironically, yes I did respond because I saw the sign - the signs I don't care for.
- when i need something i just go online to look for a number for any service.
- Not sure that I have reacted to a roadside sign.
- Reminds me of events at community center that I then attend
- No, never, not even once.
- Attend a community event that I was otherwise unaware of.
- i boycott businesses who use temporary signs
- If the sign is advertising a sale, I don't go to that store. I only go shopping when there is something I need to buy. If the sign is for an event, I plan to attend ahead of time, from advertisements in the media.
- A temporary sign has never caused me to act or pay more attention to a particular business. These signs are nothing but noise in my environment that I have learned to tune out.
- A business that has to advertise like this (especially with the cheap wire or tape mounted, often home made signs) do not give me confidence in a merchant or service. They are simply destroying the looks of my neighbourhood.
- No
- "Completed this survey after seeing a sign on Heritage Drive today!
- In the past: Registration for children's activities; awareness of community events. I do not respond to business offers on temporary signs. "
- "Both the City and the Airport Authority have used temporary signs for Public events, that I have then attended."
- See previous response.
- Have been notified of events, festivals and signed kids up in sports as a result.
- I joined a fitness group from seeing a sign in our community. This sign changed my life!
- Community events presented by the Auburn Bay RA
- I saw the sign survey! I am fine with the sports and community group signs or recycling, art events etc. I dislike the big wood housing signs that have been there for a few years. One was close to he corner and blew down 3 times obstructing the sidewalk and when up made it hard to see pedestrians
- I once went to a community art show
- I'm too old for organised sports
- Many times I've been made aware of "specials" or "up coming Events" thanks to these signs. I don't mind them for small businesses...but I think politicians should be VERY closely watched on this front. Some of them reached an almost INDOCTINATING level of signs last time, as in one on every yard for KILOMETRES. That [removed] shouldn't happen. It's ugly, and it's not about the community, it's about self promotion. This isn't helpful...it's just selfish.
- they lookout of place and I they anger me
- I have attended community events that I did not know were even happening.
- I made sure never to do anything associated with that sign.



- I have, actually... I'm filling in this survey. Oh, the irony.
- Too many littering the entry to my street. Find them cheap and offensive.
- I have attended public info sessions and am responding to this survey due to this type of signage
- Can't read them while driving.
- We have attended community events as a result of these signs, and learned about new businesses in the community (usually because they put balloons on those signs and I have a two year old).
- i ignore all signs if possible
- attended garage sales and found items for home that were sorely needed and found community events to attend.
- Attended a community event, that's about it.
- I generally go out driving with a purpose and don't have time to check these out
- Signed my child up for soccer. Attended community association open house. various other community messages are informative.
- Attended a community meeting and signed up for community sports.
- Found this survey for one! And definitely been made aware of community events or sales at businesses which I have then attended or taken advantage of. Its a good, fast way to spread information.
- Family affairs such ad sports.
- Called 311 and asked them to be removed.
- "City signs promoting a survey or study.
- Community signs notifying of events in my area. "
- I saw your sign saying "tell us what you think of signs like these"
- Voted
- They never make me curious to what they are advertising.
- As above
- A attended a city information session re transit
- I expected gravel lane way repair when city "roads" signs announced when it would happen. a call to 311 cleared up the mistake.
- Community soccer registration
- No that I can recall
- Particularly information from city and community association.
- looked into extra curricular activity for kids, attended meeting, attended event
- Once. Used a dry cleaning special I read on a sign
- The sign about this survey was what prompted me to complete this survey. It also raised my awareness so that a radio message about it reminded me that I had read the sign about the survey, leading me to complete it now."
- I attended a community event.
- "Attended Doors Open YYC
- Attended Stay and Play



- Registered kids in sport activity when reminded of the deadlines (but we also get e-mails)"
- It is impossible to get a phone number or email from a sign while driving. I believe this is just another distracted driving temptation.
- Hockey registration sign - was new to the sport and was not aware when the registration started.
- I have not.
- Have register my kids with an activity. Have supported a not for profit organization with a project.
- On i told people where deals were and what's going to in the community of they needed something to di
- Community centre events
- I have participated in consultations, attended events and learnt important information as a result of temporary signs.
- I may go into a bar if they have a nice happy hour listed on a sign, but they could also just put that in the window. Again, I'm walking by so I would see it anyways.
- It is the first sigh that has actually had any impact on me and that I was interested in what it said.
- Two signs for advertising a business were up for over two years in the same spot I reported them to city bylaw and they were removed.
- I have seen a few signs in the last few days, but I saw it on facebook.
- Signed up for a class
- "Yes. Like voting reminders or finding a buisness or a new dentist/doctor /class/shop locally
- but coop chicken sales seems senseless"
- Not interested.
- I attended a community event that I was made aware of by a temporary sign.
- Visited websites for community events
- Yes I complained! City signs promoting their golf lessons and swim lessons. Brutal!
- It's nice to know the first seasonal flu shots are available now. It was nice to know a new doctor moved in a year ago. again, important information.
- Using reverse engineering to determine how you came to the conclusion on posting the sign in our community as it was presented to us - color, shape, background, etc.
- Created awareness of city projects. Went online to find out more info.
- I have joined local community groups for children and gained important information in my community regarding construction, elections, etc
- One time for a blood drive as i hate going downtown and fighting traffic for parking at the doner clinic.
- It has never been the content that made me complain. It was placement.
- Often are not applicable.
- Groceries.
- Went to dentist because I liked the joke on the sign
- Community notices. Shop prices. Notifications of available services.
- Impact on my community



- I went to an agm meeting and a new school meeting within my community.
- I have previously called the bylaw office because of a sign that blocked driver's line of sight beside a busy intersection.
- "I've been hit while riding a bicycle - I pay attention to the road. Once you're hit, your opinion will change too. "
- It was a reminder to pay a community fee.
- One was placed in the park near me, and right by a crosswalk at a daycare. It was both an eyesore and a safety concern for me.
- Gone to events that I have seen advertised on these signs
- "Yes, occasionally I have acted on seeing a sign I saw, but it doesn't happen often because I usually forget (unless I take time to write it down while driving).
- If I had my druthers, I would rather there be a central online community 'bulletin board' or something (like my own website: lifeuphere.ca! (see: 'marketplace') to view businesses and brands that choose to advertise their products &/or services instead of having signs detracting from green space/landscaping surrounding malls and lining the roads."
- "Can't remember.
- Signs do make me think I should take part in a survey for example, however I don't think I have acted upon it once I get home. "
- "Not for advertising purposes, no.
- Though I have been educated by some of the community-related informational signs. "
- Gone to community events
- "Event attendance
- "Street cleaning"
- Gives me info about activities around. Feels right.
- I'm pretty sure the answer is 'no'....but I just can't be sure over the 40 years I've been in Calgary.
- I came here to do this survey as requested on the signs in my community.
- I have signed up for events as well as attended community meetings because of signs.
- I was directed to this website for this survey. Otherwise I would avoid any businesses, etc. using this form of advertising.
- I have registered my child in community sports.
- Can't remember
- Gone to city open houses.
- I helped with a community clean up because of a sign
- I've attended a community event (ie. AGM for example) because I saw it announced on a community sign. I have never patronized a business because of a sign.
- I have looked up various municipal initiatives and community programs seen on temporary signs. I have also visited small business because of a temporary sign.
- I have never seen a sign that has a message of interest.
- I have attended Acadia Antique sales and flea markets etc based on signs like these.



- Our lake community will post events and it reminds me so then we go
- Donated bottles to scouts advertised by community organization
- No. I'm too busy driving to read any signs. Other than traffic signs. I don't care about road side signs.
- They are distracting while driving so I don't read them.
- "I have remember a community event I may have forgotten with out the sign.
- I have contacted business and asked they remove their signs as the are unattractive and unwanted."
- Found out about city related planning sessions
- No
- Never , I would rather see them torn down
- Attended community garage sales, donated to charities, participated in community clean ups, visited new local small businesses, taken advantage of sales. Signs are useful.
- Beyond this opportunity today have not wanted to spend my time complaining....and at this point in the survey im already feeling like ive spent too long in this
- A community event date.
- I haven't acted on a sign yet but I always appreciate the community event signs and hopefully we'll get out to an event one of these days.
- Gone to community events.
- "Yes. Only a couple of times though. I could have found the information online too."
- Tried out anew store
- I have attended numerous community events and meetings and also become aware of different businesses or special events or sales that a business or organization is offering by a message on a temporary sign.
- The only signs I react to are the road signs which are always important.
- Activities registration or attended community fairs
- I have difficulty reading the signs along the boulevards as I am driving
- I picked up many signs in the neighborhood which were abandoned or were attached to traffic signs.
- Attended open house or community event.
- Yes I have and can see the usefulness of them but I would still rather not have them. I htink the City and businesses would adjust and find other ways of getting their message out.
- Took a fitness course and am now much fitter
- Taken advantage of a sale, attended community engagement sessions, attended other events
- I saw the link on a sign in my neighbourhood and was curious as to what the survey had to ask. I follow the city on fb and the link popped up which was more incentive to follow it
- I did see a sign in our community for this same survey, by didn't do it until I saw it come up online on Facebook.
- I would go out of my way to not use a business with signs like these.
- n/a



- I have known about elections, community registrations, community meetings etc fro. Road signs and I really appreciate them.
- Yes - I filled out this survey because I detest their unsightly offence to my sense of sight.
- if the sign advertises something a part of the community im already involved in, its a nice reminder, otherwise they have rarely changed my opinion or actions.
- Community meetings, city surveys, urban festivals, shopping specials, political information.
- I purposely avoid a business using signs
- I've visited community events. My father used them for promos with his business.
- The public notices on bold signs do provide a valuable service. Open Houses, School Board considerations of closure etc - Important, time sensitive, input required etc. are more critical in that they are events that you may not have time to research and such in order to be aware of or plan for. They have a specific purpose, and at times fulfil a legislated requirement to informing the public of the event etc.
- Attended events in our community.
- Reminders for community events
- We have contacted the City when too many signs are on Old Banff Coach Road.
- A lot of the community events signs I will discuss with my family and attend because of the sign. I have looked into businesses as a result of seeing a sign
- Became aware of soccer for kids in my community.
- Engaged in community events.
- Some Community Association advertising via temporary signs has been helpful in the past.
- I heard about it on radio
- I filled out the survey because of an email.
- Responded to a City of Calgary sign re mulch at the landfill, other than that do not recall.
- "When the signs are used to direct drivers.
- Like if there was a sign suggesting to drivers on 22X to move into the right hand lane if not passing as they approach James Mc Kevitt so drivers waiting at the stop sign can turn left onto 22X during the morning rush hour. "
- Classes/holiday activities for children at our community center
- sports registration, community event
- In fact, I am less likely to use a business if I see them advertised along a community Boulevard
- "I refuse to support businesses that use these signs."
- Ignored the business i.e. dentist in Riverbend - way too many signs!
- A sign reminding parents of the registration date for a skating program prompted me to go online and register.
- The only thing have done is to get very annoyed.
- I prefer to get my info/news via Twitter or online.
- No - someone put a post on FACEBOOK and shared her opinion as to how stupid the signs were. I shared her opinion and wanted to let you know.



- It was a message that I didn't think belonged in the community.
- "Recently Boy Scouts put up a reminder sign for a bottle drive. Being new to the community, and I always try to support groups like this, it was good to know so I could put out some bottles for them. I would have otherwise missed out on helping.
- Also after my Mom passed we used people from their sign to haul junk away.
- Participated in community events
- I saw the sign on the side of the road
- I can't read a sign while driving. It's too distracting and there's too much text on these signs.
- With the single exception of completing this survey.
- Community sale and store sales
- I try not to read them; I am driving not out to find business.
- voted
- I filled out this survey
- Signed my kids up for soccer due to Community Assoc. sign.
- Pay my dues to my neighbourhood
- Never
- Usually supermarket ads. Like 6.99/lb steak or 0.55/lb bananas. Good source of information!
- I seen the sign asking to do the survey
- I have taken note of messages from the City of Calgary. I attended an AGM for my community association.
- I make a point of trying to ignore their messages because I do not wish to reinforce their use.
- Movie nights. Toy sales. Pay association fees
- I have responded to City of Calgary surveys advertised on the large sign
- I go out of my way to disregard and/or boycott messages on these signs.
- I have posted community events into our business newsletter as they impacted members of our staff
- We have registered our children in classes and schools by the signs that we have seen.
- City functions I've attended because I've seen the sign and some new fitness companies I have looked up online because I've seen a sign...and a Spanish camp, soccer club etc
- I responded to this survey based on having first seen a roadside sign about it and then being reminded by a Facebook ad
- I regularly take down signs when walking.
- Haven't been influenced by any sign personally other than being distracted trying to read them.
- Never have time to read the entire sign as I drive by.
- Most times I just drive by. If I need anything I will google it instead.
- I have visited business and community clubs after seeing them on temporary signs.
- gone to community events
- I saw a sign on 18th street SE on my way home from the gym today then found this ad on Facebook so I took the survey.



- I purposely do the opposite. If an organization or company advertises on one of those signs, I do not use them. Tacky!
- I find it makes a business look cheap/desperate when they throw these kinds of signs out along the curb, and I rarely find they advertise anything of use to me.
- Attended a community function
- When my kids were small, sometimes a community sign would be the only notice of sports registration.
- I noticed this survey on a Facebook ad
- The inappropriate sign posted at the entrance of my community prompted me to phone the head of the community association (it said "Feed a criminal, keep your doors unlocked". This was particularly troubling for my children to read, and sent a troubling message about inaccurate crime rates in our community.
- "I have never done anything because of a roadside advertisement.
- The ones on the highway and the tvs are the worst.
- Ugly greedy cash grab "
- Temporary signs have informed me of upcoming events within my community and even saved me money as a consumer (small business advertising sales).
- "Like most people, I tend to make informed, evidence based decisions, not snap choices based on a temp sign. I'll never see one of these and think ""yes! I do need sunless tanning! Why didn't I think of that before!"" Or ""wow! Theres a seedy massage parlor here! I'll go in!" "Yes, i" being purposefully cheeky, but thats the level of advertisement you commonly see with these."
- Became a census taker. Got my kids involved in sports. Reminder for kindergarten registration especially with my first child as I didn't have a clue I could or needed to register early.
- I have called 311 to have signs removed. I have boycotted businesses for placing signs.
- Taken this survey
- I went to the local store that was advertising and now I'm a regular customer. Was new to the community so it was greatly appreciated
- I read them, but not once have I acted on contacting anyone
- Registered my child for kindergarten
- Only for city or community events. I will not go to a business because of road signs
- Never
- Community event
- During the stampede I attended a community stampede breakfast and varies other events going on in the Mackenzie, New Brighton, and Copperfield area
- Learned of community events and kids activities
- I have looked up businesses because of their signage
- "Yes, community stuff... movie in the park, AGM for community club, not lots.
- And yes, years back called [personal information removed] because i had a problem and their name came to mind. Regret that."



- Found new preschool in area bcse of a sign, learned of community events through signage and important surveys and or roadwork info.
- gone to community events.
- "Went to an event in the my community.
- Bought produce from a fruit stand."
- Gone to open houses and supported businesses and community groups.
- Attended an event from a sign
- I do often shop at businesses that use these signs. Often they are independently owned and I love supporting them. Also once there were temporary signa for a pop up clothing shop and I found the beat jeans.of.my.life. so....I would say I think they work and are.uaeфуull
- Registered my children for an activity, and attended multiple community events due to signage.
- reacted by responding to this survey
- "Classes for my kids, my husband and my self
- New doctors or dentist in the community "
- When I see and abundance of these signs they become white noise to me which I ignore
- In general its youth soccer associations and nail salons. Their target audience is often very small.
- Slowed Traffic, or stopped to read
- Saw sign coming into neighbourhood. Would not have known this survey was occuring othwise. Have not heard it advertised elsewhere.
- I tend to ignore temp. signs that advertise, and usually the community events I already knew about.
- "I scan to ensure nothing is road-related and ignore."
- I've gone to several community events after seeing signs
- See previous answer, we were forced to leave it on her property by the city.
- Because if you are aware in your community you know what is going on and the signs tell you what you already know
- I saw the advertisement for this survey on a sign near a Parks compound.
- I've ignored the message and intentionally not used the business, because I find their signs an eye-sore.
- Sometimes goy my attention to follow up on community events...but I think that would be better served by other forms of advertising.
- I've attended several community events resulting from temporary signs.
- I disagree with these signs and avoid places that use them
- I've removed them from my yard (political signs) as they were put there without consent.
- One time only, I contacted and joined a martial arts school based on a temporary road sign. All others I have ignored/dismissed.
- I once had to take out signs from the street because they flew away and caused hazard.
- Our family, (2 adults and 3 kids) have often found out about events through these signs. Calgary Reptile Expo, Stampede breakfasts, and various other events have been exciting family memories that we wouldn't have known about otherwise.



- I have participated in community events because of signs in my area.
- I try not to read them while driving, it's just a distraction.
- Sports registrations, community events
- I don't have time to read those signs and find them annoying.
- Numerous times basketball , hockey, preschools, voting, community events, political events.
- Survey came up on Facebook so I participated
- I try not to read them as it is distracting when I am driving. I did see the sign for this survey but was not able to read where to find the survey....
- I don't read them as I am too busy keeping my eyes on the road like I should be
- Usually there is too much content and too little time to read it during a drive by.
- Community events
- Participated in a community garage sale, community events, and enrolled in classes
- Was not sure anything could be done , so if you as the city have had enough complaints to create this survey , I fully support removing them or restricting just to community events
- Of course! I have acted on a sign. They are way more trustworthy than a big budget advertisement. You know they're local and put up by someone who doesn't have a huge budget to deceive their customers. Usually you get better deals too.
- No. What's the point? As there seems to be very few, if any, controls over signage.
- I have attended important planning meetings because I found out the details from a temporary sign.
- Have been reminded of an event so did search on web or newspaper for mor information.
- I've discovered events or small businesses that I might not have known about if I hadn't seen the sign.
- Mostly for blood drives, community Christmas craft sales,
- I would have if I could have found the phone number in all the text!
- I completed this survey and another community related survey because I saw them advertised on a sign.
- "Many times in Gensis centre there are many events took place we know about thses events by these sign boards
- We know about Safeway special deals and promotions by these sign boards and many more "
- I try not to look at them, they are an eyesore
- I signed up for a class at my community hall because I saw it advertised on a sign
- "I drove by the sign several times before I was able to read the whole
- message. I feel strongly that these signs are not the best way to reach people,
- and the clutter up our roadways. "
- I have used a business and attended community events
- It is usually a realtor, some garage sale, or karate classes, none of them interest me.
- Attend a community event
- Have attended events advertised on them and discovered new restaurants and activities.
- I don't even read them anymore.



- I have taken opportunity to deal with a business that I would have not been aware of if it wasn't for the sign
- Info on my community center
- I have not seen anything interesting or I needed to attend too.
- I have attended community events, and I have checked out new businesses. On rarer occasions, I have followed up on and checked out an advertised business special. The main interest I have in them is the advertisement of community events and new small businesses in my community that I might otherwise be unaware of.
- I have attended community events due to signage in the neighborhood; I have learned about new businesses and promotions from signs.
- Can't recall any specific examples, but think that I might have.
- Attended community events
- Only for community groups.
- Usually don't have time to read them, I'm driving.
- If it wasn't for a sign, I might not have known about this survey. But the signs for this survey are only up for a short time. There have been two signs up for years for a dentist and hair dresser at my neighborhood strip mall.
- Take this survey for instance. Attended events I would otherwise not have been aware of
- Gone to community events advertised
- Unless it is a garage sale.
- "My daughter sang with Calgary Girls' Choir for 5 years thanks to a sign.
- Both our kids played Peanuts Soccer with South Calgary Community Association (Now Marda Loop C.A.) and CalGlen Soccer thanks to reminder signs at registration time."
- Most of the time, I don't have time to read them as I'm driving. If I do then I tend to forget them.
- I have registered and gone to events, learned about some things going on in the community and learned who is running for what in an election.
- I would have to drive by a few times in order to get all the information on the signs, I try to get the company name and check them out if it is something I am interested in.
- "-registration for school deadlines
- -registration for community center activities I otherwise wouldn't know about
- -entered a business because of a specific offer on a sign"
- I've looked for more info on an advertisement. I've visited a community event.
- "I saw the survey posted on facebook by a friend."
- My community posts events along Bowness Road. I have attended community events because of these signs.
- Have attended community association-based events e.g., town hall meeting re MacDonald's drive-through application in our community.
- mostly I ignore these types of advertising
- Don't drive, so not an issue.



- I have shopped at stores advertising closing out sales.
- Did this survey, otherwise I try not to use the businesses that advertise on distracting signs.
- The only ones I've acted on were the go vote signs. But I would have voted anyway.
- Signs along the road are the reason I was aware of this survey! Also it's nice to have a reminder that community soccer registration is underway etc
- We went to an advertised event
- "Registered for a community event"
- I have learned about some things that are useful to know e.g. a house for sale, a special deal, a garage or estate sale, an emergency notice e.g. during the flood.
- Went to a pancake breakfast during stampede.
- I would choose not so support a business that uses them because I think it shows bad judgement.
- I'd like to take them down and recycle them, but am not sure if the City has approved their placement so haven't done yet. Would like to know the regulations and if it is ok for residents to take down unauthorised signs.
- Register for girl guides
- Community association events
- attended community open houses re: ring road, pedestrian bridge, etc. in my neighbourhood. Informed about local daycare options and events in my neighbourhood and in Calgary.
- Crow child Trail Study involvement, community AGMs
- Called the 311 line on a few occasions regarding a sign blocking view of oncoming traffic at Bow Bottom trail exit to Diamond Drive. Nothing was done about it!
- Attended a community meeting. Looked up a candidate.
- I don't read them by and large, I notice words but none connect to my own world.
- I was so irritated at the amount of signs that I went to the city website to investigate and came across this survey
- City Hall doesn't listen no matter what we say. E.g. Green Line. I've contacted 3 people....and no response. Yeah City Hall.
- The only ones I have acted on were community annual meeting, voting, and community events. Never a business ad.
- Opposite
- "Not specifically. I just see too many of them on a regular basis."
- Community signs directed me to the Farmers Market. I would not have know about it without the sign.
- I usually don't want to have to slow down to read the signs, which are sometimes very long, so I drive right by!
- "I saw the signs on the boulevard, but remembering the info as to where to look etc was not possible despite seeing the signs a few times.
- It wasn't until I saw a post with a link on Facebook that I was able to respond.
- This is part of the problem, they are visual noise with little retention on the part of the viewer. "



- In fact, it's usually the opposite.
- I have applied for temporary city positions that have been advertised, such as the census. I have attended multiple functions at my community that I was interested in.
- Community reminder, open house directions
- I have acted on signs that indicate community events.
- I've gone to a popular Greek Bazaar because I see the sign. This I call a community event.
- Attended community event
- Found the place I wanted to be at.
- Yes, leaf drop off, community movie nights, daycare registration, skating signup... I've been prompted into action in all these areas because of bold letter signs. I completed this survey because of the boulevard bold letter sign I saw on my way into the community.
- "Community programs, sales at the drugstore, Church related sales, sports registration."
- Nothing I've been interested in.
- phoned 311 when a store in the Agenda area was advertising cheap smokes!
- Community events/info
- Attended events, joined sports groups, felt more connected to my community
- not swayed by cheap nuisances
- Yes.
- This one on the sign survey for one that currently comes to mind. :)
- Registers my child for an extracurricular activity
- Voted for a political party, found a store I was having trouble finding, learn about a sport team for our family, went to a craft fair in the area or community festival
- "I heard about this survey on it and am doing the survey now.
- Also heard about the community association in my new community "
- I can't recall ever being swayed by a sign, except for community news and events. Sometimes if a sign is exceedingly ugly I will go out of my way to NOT be their patron.
- Signed my child up for community sports.
- They don't work on me.
- I avoid using anyone that puts signs on our streets as it would seem unreasonable to have them benefit from messing up our streets.
- I've made requests for information via the 311 app.
- knew where to vote, knew to complete this survey :)
- Went to check out a preschool and ended up signing up my son
- Will not. Anyone promoting distraction will never get my time.
- Attended city-sponsored workshops, looked something up on the internet to get more info, considered shopping at a business, been made aware of community events.
- I don't read the signs and if they are big enough that I see it without trying I purposely don't support the business. I think if a business needs to use this type of sign to advertise then its probably not worth my time.



- Yes, to be honest, I've left bottles out for fundraisers and stuff like that, but if it's a business advertising in my subdivision, I will go out of my way to not support it.
- I complained to 311 as the message was inappropriate
- I have signed my children up for activities. I am taking this survey, etc.
- I have gone to Green line LRT open houses and even decided to do this survey because of community signs.
- Actually, no, I have not.
- But when my kids are older it is a good way to find out about activities.
- Community events
- I phoned the city and asked for them to follow with the sign's owner and have it removed from the park. City did it took one week . Good job
- I've gone to a number of community events I have seen advertised on a temporary sign.
- "I saw the survey on Facebook."
- Cant remember but I'm sure I have
- like with telemarketers, I avoid dealing with companies and groups that make my life less pleasant
- Found my art classes - best thing ever
- Flu shot availability
- Community events, city meetings, answering this survey...
- If I want information on something I go to the internet. I purposely ignore signs on the side of the road
- Attended community events.
- Community event
- Registered for community hockey, registered for soccer.
- Farmers Markets.
- The only time that I can recall finding one of these signs useful was to let me know when my neighbourhood Stampede breakfast was going to happen. Otherwise, no, I ignore them as much as possible.
- I don't remember
- Community group and city signs have drawn my attention and prompted me to act (e.g. register in sports, attend a community event, complete online census)
- I actually removed a couple signs once....I'm not sure if it was illegal or not but they are obnoxious and a distraction.
- I've visited website and passed on interesting community information to others based on signs I've seen
- How else can I support events or businesses if I dont know of them!
- Got a web address .
- For community groups it has made me aware of events.
- Heard news report
- I have responded to help wanted signs. I read the best sales on groceries.

- I have purchased goods & services from local businesses, I have filled out survey's for the city of Calgary, I have been informed of local community events
- Lots of times! Also put them up (I work in public engagement).
- Looked up the program online
- Getting informed about community changes
- Community group info
- attended community events and meetings
- Often times the sign has too much information on it to read safely as you drive by, let alone write down any of the valuable information the sign has to offer.
- Info sessions, Mainstreets, development, City Charter,
- Gone to sales or events that without the sign I did not know about.
- Found my barber. Made aware of scout bottle drive.
- Removed the sign that was placed un front of my house
- Called 311 to get rid of it.
- It has attracted me to sales
- Yes. Went to the farmers market.
- On events or courses taking place in the community
- Don't interest me when I read as a passenger - don't read at all when I am the driver.
- "I have visited a business
- Because of a sign"
- I was driven to this survey by signs in my community. I signed up my kids for soccer when a sign informed me the season was starting.
- Community events I have attended.
- I've attended events at the community centre that were advertised on the signs. Also, I've found the signs helpful to remind me of activity registration for my kids.
- gone to a fair, pay community fees
- If the sign is too "wordy" you can't catch everything that is on the sign as you drive by such as addresses or phone numbers and we can't write anything down as we are driving by
- Got info about upcoming events
- Other than complete this survey because I can't believe we allow these ugly things in our city.
- Attended events in my community .
- Most signs are outdated. And for that I have never payed much attention to what is actually being advertised.
- "Yes, for Important community events that had specific timelines, purposes and information.
- No, I have never bothers to read the small, business signs and could not even give you one local business name from the multitude of signs posted at the business areas in my community."
- Registered for a yoga class, looked into registering my kids for sports or community events
- only re community issues - but knew re same from newsletters



- "Again, I was easily able to identify a businesses location in a safe manor. I have also discovered businesses that I didn't even know existed because of the signage. I have also saved \$\$ because of an offer on a sign."
- My community puts them up when our community fees are due.
- They do not entice me to promote or become involved in whatever they are trying to accomplish.
- One time I called a number for yoga. Didn't end up going.
- A friend told me of this survey, I chose not to read the signs
- I am filling out this survey because of a sign.
- I focus on driving, and the road signs as opposed to reading all the bulletins by the side of the road. They are ugly and unnecessary.
- Community association, and community consultation ie Harvest Hills Golf Course, LRT Open Houses
- I have made a decision to shop because of deals advertised, as well as gone to events advertised on temporary signs.
- Nothing I have ever seen advertised on these stupid signs has been off interest or relevance to me in any way. Get rid of the signs!!
- I have either attended an event, gone to a sale or just been informed of what is going on in my community.
- it isn't something that I think I have the right to do as it is a business
- I always forget about the community soccer registration deadline and I was reminded by a sign by the road.
- Attended MLA meeting from notice on sign. As well as markets.
- Followed up with a phone call or attended an event in my community.
- Attended a local event; also talked about events with neighbours and friends as they saw a posted sign.
- Attended community meetings, learned more about business offerings.
- I have never seen something on a sign that I didn't already know about. Community emails, radio and internet have been way more effective at getting my attention. Also when I hear or read something on the internet it is at a time that I am not driving a car so I am more able to write it down, look it up or send myself a reminder. What I read while driving is just a fleeting thought as I am more focused on driving and I think that is a good thing!
- "Never for advertising purposes at all.
- City and community events yes."
- Nope. But regardless, I do like my community signs. At the very least it will inform me if I need to take a different route around the area depending on what is going on that weekend. Don't think I've ever had acted or had to act, but it's still good information to know. Sometimes my streets will be blocked off. It also reminds me to keep my car off the street for winter snow removal.
- Directions to Voting stations. Went to a local bakery
- I try not to pay attention to them



- Actually saw it on the side of truck on it's way to be installed :)
- I have contacted the city to complain of signs affixed to power poles, signs too close to street, etc.
- Have wanted to call my alderman to complain about them only to see his own signs.
- "I have signed my kids up for sports or music programs as a result
- I took this survey as a result :)"
- "The only sign I have acted on is the one the City put up about taking this survey!! But if the City had sent me an email about the survey or advertised it other ways I would have responded to the survey as well. I should add that I am very pleased the City is doing this survey as these signs have be frustrating me for a long time. I have called 311 several times about the number of signs in our area.
- Also, as I said previously, I would not frequent any of the other businesses that advertise on these signs as I dislike the signs so much. "
- Community association meeting
- check their website for details
- I have attended community events because of a sign I saw. I rarely act on the business ones. Although one time I was driving through Forest Lawn and saw a bold sign advertising Barefoot wine for \$7 a bottle and I definitely stopped and bought a case.
- Registered in community events.
- figured my say would not change signage
- called city by-law
- Open houses for planning.
- I avoid reading the while driving.
- I am here due to an internet link.
- yes i filled out your survey
- If an event catches my eye I'll do an online search for it to get more info.
- Yes, I've attended a community event or signed my children up for sporting activities
- child sports sign up
- community groups and some businesses
- Helpful hinds awareness
- Attended community events that I saw advertised.
- I have checked my toilet for leaks, taken my leaves and yard clippings to appropriate drop spots, and shovelled my walk (and those of my neighbours).
- Left bottles out for bottle drive
- Sign at the bottom of Nose Hill near the CP Tracks
- Only for community events or sports teams that I otherwise would have no way of knowing about. I avoid businesses with those signs.
- I have been drawn to the business but I still don't like them.
- Somebody sent the link to me.
- Saw, yes. Only reacted to a few... like the Peter Demong BBQ at Southcentre Mall.



- I have attended events, including community meetings, stampede events, etc.
- attended community events and a drop in fitness class. saw an open house in my neighbourhood
- I've attended City of Calgary open houses because of information presented on the signs.
- I saw the City of Calgary's sign and followed up by filling out this survey.
- I registered for a garage sale, I knew when it was happening. This also applies to sports registration, community association special meetings, AGM meetings, Calgary Greenline meetings and public engagements, etc. These signs helped me know dates and locations and provided helpful reminders
- good advertising always makes for wanting to find out more
- Besides avoiding those companies?
- attended function, explored services offered
- We are also business owners.
- Absolutely! I've attended several community events; I've attended group gatherings; I've signed my children up for sporting events and clubs; I've signed up at community sportsplexes; I've bought numerous products and services; I've visited local businesses and driven across the city to experience things I wouldn't have known about otherwise. I've bought services I didn't know existed and I've taken an active role in boards, community events and committees that I wouldn't have known existed if it weren't for temporary signs. They are invaluable to this community and I don't think the complainers understand fully the extent of the damage they may be creating by limiting, controlling and micromanaging temporary signs.
- Hockey registration signs, but that was 10 years ago, before sport newsletters
- Boy Scouts, Soccer, and Preschool registrations plus pop up markets,etc
- just once , in so many years.
- "Knew where and when community events where"
- Open house, garage sales, register my kids, found great deal on merchandise
- Only for realtor open houses, all others, I don't care for!!!!
- Again, I don't seek them out, but I have found them helpful in the past.
- It's made me aware of community events such as spring clean-up.
- Contacted the business and/or the event.
- This survey, and other City consultations, such as Deerfoot Trail consultation are advertised in temporary signs.
- I find temp signs about activities in the community useful.
- I have made the decision to never go into certain businesses because of bad signs
- Got I volver with community activities for my kids because of seeing signs. And buying things or finding new establishments for eating.
- sure absolutely, Ive seen many signs advertising sales, or new location of a business, etc. They obviously serve a purpose, are people really bent out of shape because of this issue?
- I have used a business and contacted community groups and sports
- Contacted by email by community association



- The only time I've acted on something due to a message on a sign was to fill out a survey on the calgary.ca website regarding improving deerfoot trail.
- Yep, I got linked into our block party, I planned for the community garage sale, and I was reminded about our stampede breakfast because of those signs. Also got notice that the Cubs would be coming around selling cookies this month, so I'm aware of possible foot traffic around our house.
- Possibly. Don't remember. Temporary signs rarely apply to my interests.
- Yes, I have attended community events because I learned about them through these signs.
- "A fitness company had a back to school special, I saw the sign on the road, looked them up online when I got home and booked myself in the next day. I have been working out with them for over a year now all because of the sign.
- I have often popped into realtor open houses because I have seen the sign out. Keeps me informed as to what is happening in real estate in my community."
- "Shopping - haircut
- Attended a community event (Stampede BBQ for example)"
- I try to ignore them.
- Attended a meeting because of sign information.
- Attended a community function
- I have attended community events and patronized businesses I would never have known about otherwise.
- Workout classes offered in community.
- I ignore them.
- This survey!
- I've seen something signs for community organizations that led me to participate or attend in events. I also just took a picture of one talking about the new business recycling rules coming into place soon to show my bosses at work.
- stopped and had the lunch special
- Enrolled in sports leagues after seeing signs and purchased from businesses after seeing sales advertised.
- I am less likely to participate in an event or contact a business who uses temporary sign advertisements. This type of advertising is archaic and detrimental to the environment.
- Yes. Found out about community events, and purchased things on sales, been directed to areas/shops where normal directions don't exist or are unclear (ie, "Shop, 2km ahead, good deal on stuff").
- Community events
- Phoned 311 to complain about signs
- I've been advised of community sport information as well as city information for meetings and the like.
- The grocery store in my neighbourhood uses them, and their advertising has caused me to visit the store on occasion.



- Elections, community events, and other events. Definitely.
- Luge tryouts, kids soccer, art classes, new businesses in the area, community association events.
- Have noted community signs for upcoming events or kids registrations. Never for a business.
- I have attended a meeting that was advertised. That was many years ago now but it was for the local community association's AGM and I actually joined the board for a while.
- I make a point of actively avoiding business that use advertising tactics that annoy me.
- There isn't any time while driving to jot down a phone number or to read the message (too many words on the sign).
- Craft sale
- I saw it in my Facebook feed.
- purchased a product from an off path business
- I've participated in community events because of signs.
- Moved vehicle when I saw a street cleaning sign, found a business that was hard to see from the boulevard (130th barbershop tented signs)
- Increased my awareness of either a business or event
- I VERY rarely make decisions based on signs
- This survey!
- Even if I wanted to Get info I pass the signs too fast anyways, too many I one spot to remember detail.
- I typically don't pay much attention to them.
- Dog recall training got my attention! Took me a few drive bys to get all the information though...
- Saw the ad on Facebook - I ignore and try to block out all signage
- Visited a business that I wasn't aware of
- These types of sign are often used to alert people about public meetings, or events at schools, or services run in the community. All can be valuable, with my preference placed on public service messages.
- Community events
- Open house signs and community information signs.
- several. purchased local goods at a store, signed up for membership with a local business, joined a local community group
- I read the advertisement and feel annoyed about all the junky signs on the boulevard and decide I don't want to support business like that.
- Sure... gone to a community event. Been made aware of a sale
- There are no particular examples I can think of where a sign directly influenced what I was doing or planning to do.
- "The traffic ones or when city looks for feedback I have reacted.
- I've also gone to a specific liquor store based on a good promotion.
- Ive also attended a community BBQ and movie in the park in my community based on signage.



- Why would I? Between the Feds, the Provincials, and the city, I don't have any money left to respond to any sign.
- have donated blood when I saw the sign , remembered to register kids for lessons
- I have attended community events. Gone to a small shop to buy a sale items. Tried a lunch special at a dive of a restaurant, they have been great.
- I was looking for work in the preschool setting, and I saw a sign advertising a preschool that I hadn't heard of, so I dropped off a resume.
- I'm taking this survey due to a sign. I also go to sales often due to signs. Sometimes I even choose who I'm voting for based on a lawn sign.
- including completing this survey, attending an art sale and being aware of my community meetings.
- Reported via the 311 number.
- Registered for community sports (7 years in a row. See previous comments), attended political party luncheons, attended community stampede parties, attended community services like neighborhood cleanups, etc
- Attended community events
- Attended community event
- I have attended the meeting or event that was advertised.
- Called 311 to get a sign removed.
- I just found this survey on Facebook
- Attended community events I would have otherwise not known about. Occasionally the same could be said for sales...
- I have seen the signs for week and been super annoyed by them every time I do. I finally took the survey because of a Facebook ad.
- I've participated in things I've seen advertised last like pancake breakfasts and meet your MLA.
- For community information signs, I have. But, I have never acted on a business advertising sign.
- "I'm a little bit of a hermit that thinks a lot of advertising is evil. I try not to be persuaded to buy something I don't need.
- I'm sure subconsciously I do sometimes, but try not to."
- 311 isn't responsive to real issues, why would I expect them to do anything about a relatively minor nuisance?
- Attended Community Association meetings.
- "-Enrolled my child in dance with a studio advertising a new location"
- I was informed of an event in my community and upon seeing the sign went online for further information
- Community events or going online for more info.
- Went to a few community events I would not have known about and ordered pizza from a place I would never have heard about otherwise.
- Regardless of if people think they have or not, they have. Marketing influences us.
- Calgary.ca community surveys or community events



- joined a soccer league; paid community dues; hired window cleaners;
- Many times, it's a great way to communicate to the masses.
- Attended events that I was not aware of
- Blocking views, to close to road.
- Once I checked out a purported blood drive. It turns out they just forgot to take down the sign though, so it really just wasted my time.
- I have attended community events I was unaware of. I refuse to attend business that use temporary signs.
- Signed up for a fitness class at a community centre.
- city of calgary facebook post
- Community notifications like Flu-shots at my local drug store, or street cleaning notices have influenced my decisions positively. Business advertisements have influenced my decisions negatively, I refuse to provide my patronage to business I see using temporary signage in my community.
- Family curling!
- I have checked out community events after seeing a sign such as a farmers market
- I cant read them. and on principle would never encourage the behaviour by acting on one.
- I typically ignore these signs but do notice them when I am a passenger, which is how I found out about this survey. Many of the signs route people to websites and it takes a lot of time to read this information. This is likely the first time I have ever responded to a road sign. These signs do need to be used by the City but I see no safe function for them private business, community associations and sports teams.
- Signed child up for sports and learned about this survey!
- I do my best to ignore the signs on the side of the road as they are distracting. IF I am looking for a business or community group within Calgary - I will do a google search, no rely on a sign I saw.
- Of course, liquor store specials!
- Lots of times - especially with respect to community events.
- I have decided NOT to patronize businesses that advertise this way.
- Have signed up for classes and participated in community ecents
- Registered for sports, paid my community association fees, attended a community event.
- Community signs have encouraged my participation in programs, temp signs directly outside of businesses have brought me into stores,(like on the sidewalk)
- Called the political party on the sign and told them of the damage, or asked for them to be removed from my lawn (placed there without my permission.)
- I make a point of not doing any business with companies or groups polluting the roadway
- For the purposes of city services such as yard waste and road cleaning, they have been very effective.

- I have attended community events, not because they were advertised in my local paper but because I saw them on a sign. I have also shopped at certain stores because of the sales they promoted on their sign.
- I took this survey.
- Community events. Small business sales. Voting times and locations. I'm constantly finding useful information on temporary signs.
- sales advertised at the community association
- Went to a Christmas sale I didn't know about
- Kids soccer registrstion
- I honestly can't think of much worthwhile information I have ever obtained from reading the roadway signs - other than a reminder to move my car for street cleaning.
- No. I pick the business I shop at based on reviews or personal recommendations. A random sign on the side of the road would not make me want to go to a business. A note from my community association might catch my eye but I haven't acted on anything bc of the sign.
- I read about this very survey on a temporary sign.
- I dont act on these signs
- Attended green line meetings.
- I neber remeber, even when it is imoortant, IM DRIVING I HAVE TO KEEP MY MIND ON THAT!
- Took this survey!
- No. I don't remember them must after I have driven past - if I can actually read them.
- Community events, tutoring, landscaper, courses, City of Calgary recreation opportunities etc
- Have I read them? Yes. Have I ever actually done anything related to them? No.
- I don't think so.. maybe had my bottles ready for s bottle drive
- Not sure how Im supposed to explain that Ive done NOTHING...
- "I do not read the signs. They are a distraction. Being a competent driver is more important."
- "community association events and AGM,
- Crowchild Trail study put on by city, constrcution dates"
- I have attended public and community meetings, taken leaves to drop off locations in the fall and moved my vehicles off the streets in anticipation of street cleaning. I notice some signs put up by realtors advertising open houses.
- I will avoid these establishments because they advertise in such a manor. It degrades the community.
- Signed child up for sports.
- Community event
- I sign my kids up for activities available in our community based on those signs frequently! Or I've attended sessions with our city counsellor based off of those signs. it tells me what going on at our community rec centre etc. I find them very useful. the communicate effectively and easily.
- Waste of time.

- Paid home owner fees in neighborhood and went to community stampede breakfast.
- Gone to a business or event I wouldn't have known about otherwise.
- Probably a reminder for sport/activity registration for my kids when they were younger.
- I answered this survey.
- I usually ignore most signs, except those that advertise community based activities
- Mostly community related events.
- There are other means of getting information for the service/activity/product that I need.
- I've attended several community and city-wide events.

Awareness Question

Do signs like the ones in this survey increase your awareness of activities or opportunities in your community? Please explain your response in the box below.

- I never drive by our community hall, but I see the signs entering/exiting my community daily so it is a reminder that something is happening that I need to be aware of.
- If it wasn't for these signs I'd never know when and where the Jelly Bean dance was taking place.
- Simply because I can't help but read them, yes, they do increase my awareness.
- I appreciate knowing about special events in my community.
- Community leagues are the best example of how to use these signs appropriately as they get the message out and it's part of your neighborhood.
- I tend to not support them - they make my neighbourhood look cheap not inviting me to awareness of activities, etc
- At the expense of safety
- However I would prefer each community make use of an electronic sign that runs through all required information
- I do my best to avoid looking at the signs.
- They are just business advertising.
- There are other ways to find the same information.
- Raise awareness. Doesn't change response
- Distracting
- I read my community website and newsletter.
- But there's safer ways
- Most are not relevant
- I always read them to see what is going on, in every community I drive through.
- As noted above it seems the only way the community is able to advertise community events.
- They do create awareness however do people actually act on them? Perhaps a small percentage of the population. For truly community events that are advertised, it is usually for young children, sports etc. What percentage of the neighbourhood is young families? All the families without children at all, with high school or older children, or empty nesters will not likely care about the



majority of activities being advertised however we are all still valid members of the community and our needs/opinions should also count. our neighbourhood seems to be mostly seniors, empty nesters or high school or older children.

- They are just annoying clutter.
- Not reading them
- Team registration, bottle drives, city events
- It depends on what the sign is telling me. Polling, census, road closures, school info
- I ignore them because they are a distraction when I am driving
- signs are usually local
- Try not to be distracted by them
- I guess I know about little league or soccer sign up, but since it's not relevant it doesn't matter that I know.
- I don't read signs while I am driving.
- I do not read them.
- They are a distraction and are more likely to cause drivers issues when not looking at the road where people will be crossing
- I ignore them. I get my information from many other sources.
- Emails, Facebook and Twitter are effective enough
- Probably, but communities have other means to notify citizens of activities. None of the events advertised are usually urgent/emergent information.
- They're just annoying and distracting.
- Blood drives, volunteer opportunities, craft sales.:
- Same as before. I focus on driving.
- Children's sports and community clean ups.
- Temporary signs should only be allowed for community uses.
- I have supported community events as a result of the survey
- They are ugly.
- Although they increase my awareness of activities or opportunities, whatever is being promoted usually isn't interesting.
- I mostly ignore them.
- I generally hear about community activities or opportunities before signs get put up through some different means of communication (word of mouth, online, etc.) These signs rarely, if ever, make me aware of an activity/event that I haven't already heard of.
- Community Association signs are OK as they may not reach everyone by means of social media
- This sign brings awareness to me that our locql Government is looking after our safety by reviewing rules for the types of and placement of signs.
- See them when driving in my community



- Permanent signs at the entrance to the community should incorporate electronic message areas for community events only. All other types of temporary signs should be banned as they are a distraction and an eyesore.
- I feel community sign help promote events in the community, ads don't.
- I would have no other way to know.
- To an extent yes, but sometimes they try to cram too much information on there an end up using weird abbreviations and acronyms that detract from the message.
- Never read my community newsletter
- Only for short term announcements. The ones that go up and stay up blend into background visual noise.
- Saw this survey on one!!!
- I simply try to see around the signs. If there is something important to know, it should be distributed in a more efficient layer, like registering residents for an email notification.
- I already get a newsletter in my community that tells me about the activities going on. I don't need the signs to tell me as well.
- Yes, as this is typically how my community advertises events.
- I see alot of Killarney community centre signs, as well as crow child trail info session signs. Along Richmond road off Chrowchild there are often too many business advertisements
- The vast majority are not community
- Everyone is after your attention to something you eventually become numb to them
- I mostly try to ignore them, because they're ugly, and who wants to pay attention to ugly things.
- Yes but when they are always up they are still annoying.
- They decrease my awareness of the road.
- Probably for those behind the times.
- Advising things like street cleaning, upcoming events, etc. it's often the best reminder
- Signs provide information that I would otherwise be unaware of, like charity drives, blood donation, community gatherings
- The exception is road work/cleaning in the community. That is the only sign I condone and have used.
- Community signs affect me infrequently. I boycott businesses that advertise with these signs.
- When I have a passenger in my car to read them
- They provide a visual reminder for sbout two weeks on fhe way home.
- I just look up things that I might need to register my kids in,
- I support these types of signs for community events.
- I wouldn't know about what's happening in communities around me without them
- "They are an eye sore.
- I also do not appreciate sign being put up on my property without my permission. I have had one of these signs puncture my irrigation system causing \$250.00 in damage. "
- I do not like been distracted by these signs



- So many that I ignore them
- It is always nice to see when and where events may be held, this is sometimes a better communication than sending out flyers.
- Community Centre events
- Our community newsletter is a better way to advertise programs
- Absolutely!! They are the simple reminders in a hectic life
- But often the event or info doesn't appeal to us or have any use for us.
- Often, it's one of the few times I hear about "town hall" sessions, etc.
- I don't mind community signs, but loathe business advertising
- I read our community newsletter and am subscribe to email updates for things that I'm interested in.
- they do inform me of activities, however there are other ways.
- These are the signs that I tend to pay attention to.
- I can find out this information other ways
- Their purpose is to advertise these events, and I am typically unaware of them otherwise.
- Hate to admit but yes. However. I've seen much nicer temporary signs. Cambrian Heights put out an attractive BBQ sign in confederation park last month.
- As mentioned above I ignore them as they are a distraction to driving
- Sometimes
- See previous answers
- As with the previous response, I don't associate the signs with any specific place, so I can't make any connection mentally.
- Don't want any signs. Safety hazard
- Occasionally
- I don't read them.
- Sometimes they do, sometimes they don't
- Signs that make me aware of community events are highly useful but aren't there for an extended period of time and serve an actual purpose.
- I already receive the community newsletter so I already know about the events.
- See previous answer.
- They are not relevant for anything that I am interested in.
- I also receive my community newsletter. It's difficult to recall where I obtained information about my community.
- Awareness that the City of Calgary is open and allowing our public views and concerns are noted for consideration. Awesome idea. Thank you.
- But a dedicated board for community use would be better
- Yes they do but a lot of the signs are for events and activities that are of no interest to me.
- Otherwise, I wouldn't know that the children I don't have can attend Scouts.
- I am concentrating on driving.
- Yes, but at too high a price. I see them as a form of visual pollution.



- To a point it makes me aware, but at what safety and aesthetics.
- Against my will, my concentration is diverted to learn community information that is completely irrelevant to me.
- Many times I was unaware of community activities until I saw the temporary signs. It's a very accessible way to communicate useful information.
- See previous comments...
- If its there I'll read it.
- Somewhat. However, some signs have way too much info on them that they are distracting. When driving you may miss some of the information being advertised because you're focussed on driving (or should be!)
- These signs are like a constant reminder that a certain event is coming up
- Sometimes the way I find about community events/sales
- I find community groups are "do it my way' types.
- Yes, I'm fine with community awareness signs.
- They are important for me if represent community events not for business
- Yes but they are not the majority of the offending signage
- It's just another sign... it doesn't matter.
- No because I subscribe to on line community updates and we get mailers to our house as well.
- Some signs are useful for example community functions such as town fallfair notices. Just don't cram them all together in one spot space them out .
- I find out about a lot of community events this way
- Only on the black signs
- I have read the sign and attended the event it advertised that I wouldn't have known about otherwise.
- nothing to explain is there? Its a yes or no question
- Depending on message, ie. ring road meeting, deadline on sports registrations, etc
- I ignore them.
- Keep me informed
- When organisations like the scouts are having bottle drives, or girl guides are selling cookies, I know to watch for them.
- Flyers sent to my mailbox give me such information.
- Again, if I want to find something out I go look for the information I want.
- Sometimes they tell me about community events that are good to know about. I much prefer these to political or business ones. But I've usually already known about whatever they are advertising.
- Learn through Facebook events, newsletters, email threads instead
- Most events are unimportant or cater only to specific groups
- I read them as I drive by then promptly forget within minutes.
- Notice of events important to the residents of my neighbourhood - development applications, religious or ethnic events



- Not enough info .. Can't read everything on the sign
- They could if they were the only ones out but they often get lost in the clutter
- They were a big help when I lived in signal hill, lots of community events were always posted
- See previous responses.
- I read the community newsletter and follow on facebook. All the information I need is covered.
- Read my previous response.
- Sometimes
- Community association meetings. Flea markets. Etc.
- I have Twitter. And a radio.
- Yes, they increase my awareness.
- Community signs raise awareness of activities I wouldn't otherwise know about
- You notice them but I think there are alternatives
- No comments
- "It does bring my attention to community activities or reminds me of them. I think they are useful in this scenario..but ONE neatly lettered sign only.
- these signs should not be used for advertising of businesses"
- If it is an activity or organization I'm not aware of I won't be following them on social media and the community magazine may not be timely to follow up on the opportunity.
- On occasion, but there are many new avenues (social media, websites, e-newsletters) that I find more useful.
- However, it can be done by one central sign at the community centre.
- Previous answer applies here as well.
- The events advertised generally do not interest me & if I wish to increase my awareness of community events, I'll use other sources.
- Otherwise i would not know about community events
- Programs offered, events coming up, membership drives, community clean ups...these signs catch people who may not read a newsletter.
- Community info signs are fine
- It is helpful to know about upcoming community events. I'm ok with this type of temp sign
- yes but they don't result in action since they are very specific to a small segment but i am frustrated by their use.
- They let me know about upcoming community events
- Again, this is fair, it's for a reason, not a sale.
- Absolutely - they let community members know of activities happening in the community.
- Better than a print ad
- They are mostly a Distraction especially when driving!!
- Without the signs telling me what is going on, I do not know where to look to get information nor do I have the time to do research on the community. I prefer the signs as it is a quick and easy way to get information across to a large group of people.

- Social media and other mediums can be used to educate the public of current events and opportunities.
- Safety on the road means your attention is on traffic road conditions and potential hazards. There is no time to read the signs. Not reading the signs precludes becoming aware of the items on them.
- I am aware of more events in my community through signs especially if the City of Calgary is involved.
- Somewhat.
- Sure they increase awareness but at the expense of the look of the community. A single neighborhood message board that people can read would do the same thing.
- Community association, sales etc.
- There are many events I would not know about without these signs.
- I appreciate the ones our community association uses to let people know of events. They just haven't fit our schedule.
- I follow my community association on social media and get emails from my councillor and MLA, I don't need a sign to tell me what is going on in my community.
- Lots! If in the area the event is
- Especially for programs offered by the community association.
- Absolutley!!!! Keep them !!!
- I basically ignore those signs as they are meaningless to me. They are a distracting NUISANCE which allow the city to collect a fee which is contrary to DISTRACTING DRIVING LAWS.
- They're a quick notice about what's going on in your current surroundings. It's simpler than pulling up some form of social media and trying to figure out what's going on based on that specific community.
- Since I am driving, I cannot read them travelling at 50 km/h + depending on the road.
- Sports registrations, community BBQ's, local business promotions, all use these signs effectively
- I presume that sports registration happens regardless of signage.
- Genesis center and other leisure complexes. Also children's activities.
- Have seen community and oids activities advertised though i didnt register
- Community events (eg. clean up of community)
- I get the community newsletter...
- Use the website/local newsletter
- Living in Copperfield, our CA uses them to advertise community functions like our community cleanup and summer BBQ that I would otherwise miss because I don't read the newsletter. I also find out when City Rec programs open for registration. And many other things too.
- Again, I try to not look at them as they are a distraction. If I'm reading the sign I'm not looking at the road!
- "community events"
- Made me look up this survey and attend community events.
- There are pleny of other ways to get messages across, everything from facebook (where I was notified of this survey) community news letters/magazines.



- I wouldn't know of many events in my community without the signs. Or if I did know of them, the signs are useful reminders
- I really only pay attention to new signs and those that advertise community events, I don't look at the business ones.
- They do, but there are other ways.
- But my children are bigger, so about 80% of the signage is not applicable to me or my family (karate starting at age 5 - register now!)
- There are always signs in my community advertising events. Most people would be unaware without them
- I don't pay attention to anything but the proper traffic signs, the rest are garbage advertising
- Community focused ones are understandable and I probably wouldn't be against them if they were used scarcely
- only way Somerville know what is happening
- Notice that they are there but don't pay attention to the message on them.
- the targets of the signs are usually for families. events or activities for children. if a mother has a vehicle full of children and driving and is more distracted by signs. does it not pose a safety risk?
- They are my main reminder of what's happening in the community. I really like the big signs.
- Community activities, yes.
- community has website and newsletter and physical sign on community building - those are primary info sources
- Primary source for information on local events I would otherwise not hear about.
- Same as previous answers
- Especially if not too many and are temporary and in a common place
- Yup. Halloween party for my kids in my community coming up, courtesy of temp sign.
- I know there's dating and preschool...those are the only two I ever remember seeing...oh, and soccer, I've soccer. None apply to my life, I've never benefited from any of these signs. I've never seen one and thought "Ooooooh, now that's exciting! I'm glad I read that!"
- Found out about a community garden due to a sign, found about a farmers market at my local community center due to sign on main road etc
- I ignore them completely.
- I can't read them if I am driving and they are often expired. I guess it increases my awareness when I am a passenger. I can be aware that that the activities exist even if I missed the actual activity as it already took place. It's kind of hit or miss depending on when I get to read the sign.
- Again in today's world. Email notices are a more effective method of keeping up to date on events in the community
- Most of them have too much text crammed on them to make out any details as I drive by. They'd be better off promoting their events/message online.
- Somewhat
- I usually only see while driving so don't get the opportunity to read them



- They are timely and they help the local businesses in the local community.
- See earlier comments.
- I see many community association signs along the sides of the road with various meetings/dances/sports activities advertised.
- All of the information I see on signs is contained in community newsletters
- They provide awareness and therefore enable to attend events you might otherwise have missed.
- as above
- I don't like them, period...
- I try to ignore them and concentrate on the road.
- They dont
- I don't care about "SALE" signs and do not participate in minor athletics.
- Most of the time, said activities are often not too interesting for me, and i have found that they don't do very much for community groups
- They are useful to see events that are going on.
- I'd be completely unaware of elected representatives having meetings in communities if not for these signs.
- I appreciate signs in my neighbourhood regarding my neighbourhood and changes that might be happening in it.
- I'm better informed of upcoming events at my local lake (Sundance) and of upcoming registration or fundraising events (eg scout bottledrive)
- As already stated
- "We have a community newsletter. Our ""sub-community"" has an email group. Interest groups have their own facebook page.
- Mostly I am driving and don't look at the signs. When I am a passenger I might read the signs but they are rarely of any relevance."
- I understand the need for non profit community groups to get there message out and these types of signs have the ability to do so. I do not understand the value to the community of signs by for profit business
- Yes and No. There are better ways to get messages out. Community Centres should become the focus of community events.
- I'm trying to drive
- Very much
- No because I look up what's happening
- Occasionally they remind me of something I already knew about
- Some community events are advertised mainly through signs.
- as before, helpful to see what is going on at community association. we get a newsletter but the signage is a reminder of dates, times.

- Again you're asking the same question. Set up permanent signs that communities have access to and use designated locations.
- And the natives from the reserve need to keep their own advertising on their OWN land.
- Yes
- Community events- these signs are sometimes the only way i know about them
- I see signs for events from several community groups in my area that I would otherwise be aware of.
- sports, exercise, activity
- Agreed.
- I read the community signs
- The ones I see are usually ads
- See previous answer.
- Provides information I may not be aware of
- I often forget about events listed in newsletters, these signs make events hard to miss.
- I try to stay informed using other methods like social media, email notices, and publications. Sometimes the signs seem like overkill
- Good to know about current community events
- Community events-yes, advertisements are an eye sore
- Community signs are notices for events, good to have family stuff to participate in at a reasonable cost, personally I do not have kids.
- How would they possibly decrease my awareness? Did the sign put rohypnol in my drink?
- I ignore them as I feel they are annoying.
- My community uses temporary signs as an extension of their storefront facade.
- It makes me aware, but I also read my community newsletter and am able to obtain the same information.
- No, they have not made me more aware of activities. I try to ignore them, as paying attention to traffic is just a wee bit more important.
- They do make you aware of things coming up.
- Rarely notice signs that mean anything to me. Child related or community (that I'm not in).
- Yes, both those used by businesses are ignored all together
- Definitely.
- See previous
- no--same answer as previously.
- I tend to ignore them. They are especially dangerous and very common in playground and school zones where people should be paying attention to the road.
- I noticed a cell tower notice once.
- Most signs are advertising businesses or dealing with activities of no interest to me.
- Yes, but it's all information that I also get in my community newsletter.



- So many signs, starting to ignore. I suspect signage folks have noticed that so they have been introducing even more distracting signs.
- Out community news letter does the same thing.
- I try not to look at them. They're like pop-up ads on the internet.
- It makes me more aware of what's going on but doesn't influence me
- I understand their usage for community information
- Let's me know what is going on
- They remind me that there are people in the community that have kids that participate in extra curricular activities (a good thing), where voter stations are (good) and that there are many sign people with a poor sense of color matching (bad)
- I imagine so.
- Use community magazine and website
- The drive to and from work is often mundane and when the signs change I notice. I may take things for granted and info on signs can be a good reminder as to what is available in my community.
- Sometimes they may b the only community communication some resident see. It helps to communicate to strengthen the community bonds
- Somewhat, community notices get attention. Where as commercial signs are ignored
- I will find it myself if interested
- They definitely make me aware because they are impossible not to see.
- Most people I know think they are an eyesore and ignore them
- Community signage keeps me informed
- In my old community it was used somewhat effecting for announcing coming events or activities.
- I use my community newsletter to see what is happening in my community. I try to keep my eyes on the road, not the signs in my community. They become background 'noise' after a while.
- Advertise events that you would t otherwise know about.
- I don't pay attention to them while I'm driving
- i forget about the message almost instantly. its not like you can write the information down.
- Basically all my neighbourhood events information comes from the temporary signs.
- I get all of the information I need from the internet, community publications, and community groups. Time and money is better spent steering people towards community resources to learn about important information.
- Yes I am more aware about what is going on in my community, however, the events are typically ones I am not interested in - and ones I would be interested in are typically not advertised on these signs for whatever reason.
- I choose not to read them. They are distracting to me as a driver and they are...tacky and ugly
- Yes I have gone to events because of these signs.
- When the kids were little it helped me to register them in sports.
- Yes, they are quite effective for providing awareness of events and news within the community. We often find local events to attend from these signs.



- I have a community newsletter and my community has a Facebook group. That's how I become aware of what's happening in my community.
- Eye pollution
- I pay no attention to what is written on them.
- Community events. Sports registration
- as described. Also assist with advance poll voting
- Rarely
- A
- No, I am actively making fun of them, or am unable to read them.
- I ignore most of the messages on the signs, and community signs tend to be woefully outdated, sometimes by months.
- When there are multiple signs it is impossible to read them.
- Signs are a good source of community event information. Commercial businesses should have restrictions in terms of the number of signs, location and duration for which sign is posted. For example a business might be entitled to post one sign for 1 week during the year and that is all.
- I try to ignore them.
- I do my best to ignore these signs. Any information on activities or opportunities in my community would come to me through a different form of media. I am more likely to avoid something advertised in a temporary sign because the signs bother me so much.
- Probably the cheapest communication channel.
- No, I try to avoid looking at them. If I want to know what is going in my neighbourhood, I look in one of the 2 community newsletters that come. There's also a website.
- Most communities have newsletters that do this.
- See previous responses.
- They do, but I prefer Facebook. The local community centre doesn't manage their page well and it's not a reliable or up-to-date source of info. Maybe if there was some community social media training available, the reliance on signage could be diminished over time?
- Community related signs are useful in advertising new or seasonal community events.
- I think this is the most important purpose for these signs
- Community newsletters and social media are a much better choices to spread awareness of community activities.
- They are effective for community awareness, but should be limited, especially on busier roads travelled by many people that aren't even living there.
- Yes they do. Big time.
- It's just another form of advertising
- If I do the posted speed limit, I can't read the signs. I get the news through our community website and through the local newsletter
- I ignore most of them
- Yes sometimes



- When I see a sign at the side of the road I just want to knock it down. Th make me angry. How about a tree instead? How about a single community message board on the community association building instead of these signs littered on our roads?
- When it is a community sign, like one that advertises a community event
- Because I can read what's happening around my community
- I try not to read them and keep my attention on the road.
- See previous
- Sometimes. But more often than not they are not relevant to me as I don't have school age children, and the majority of the signs in this area seem to publicize sports registration.
- I pay attention to driving, not to signs
- They are an already way to inform of us of local community events-it is more the direct profit business signs that become overwhelming at times.
- Particularly for community sports or events (e.g. trash cleanup day).
- I completely ignore them
- Yes. And it saves paper, reaches a lot of people and is all around an effective, inexpensive way to get the word out.
- They have NEVER applied to me or anyone in my family.
- Yes for community type events as that is a good way to communicate.
- As above
- they do but we also get community news letters
- I don't read them
- As above for previous question.
- If they are for an immediate event, if left up too long, they are just a cluttered mess in the neighbourhood.
- I like knowing events going on nearby
- I would say definitely. Great examples are stampede breakfasts - these signs are almost the only way I know of what dates and locations around my community they ar taming place.
- Very limited information and not relevant
- I find some city/community signs to be helpful. The city/community signs are timely and well kept so I do not find them offensive. My concern is with people and businesses who either think they can, or are allowed to, simply stick a sign anywhere they want and leave it there indefinitely.
- I read most signs I see so they do make me more aware of things that are happening.
- Because they are highly visiable. And I getting sick of all these [removed] questions.
- Yes, when I can read them and can remember the information long enough to note it down.
- Previously stated in survey box
- How are people to remember each and every date their community is doing something? These signs allow for people that are busy in their everyday schedule to see what's happening in the community and choose to be a part of it.



- Only because the community association doesn't update their website/ social media as often as they should.
- "Sports availability for children very positive
- Opportunities to meet with city councillor shows his availability to the community."
- I'm aware of the activities that interest my family. The signs don;t bring anything new to light. If I'm going to be involved in something it's based on what I do or hear from others, not from a sign.
- There are better ways to communicate
- I tend to ignore these signs.
- Bottle drives.
- I read the newsletter
- I read online what I want to know or contact the business by phone.
- I have seen notices for activities, etc.
- Nope
- A little for community events with solitary sign placed away from road, so I can scan and focus. Try to block out business ones on already cluttered streets
- I refuse to divert my eyes from the road, so I don't know what they say
- These kinds of signs are always local interest. I live two blocks from our community association so read their monthly sign updates.
- When done in moderation and only occasionally
- Stampede breakfast and soccer registration.
- I've learned of different soccer leagues as a result! Very helpful as my son plays.
- I've attended more events in my community because of temp signs. It's been a great way to find out about public events in neighbouring communities as well.
- 100% They are effective, easy to read and don't contribute to junk mail or spam email.
- Live downtown so no signs like this here. Just see them when go to suburbia and it does increase my awareness when I see them
- Not everyone reads the community newspaper.
- I don't pay attention to signs as I do not like them and the only response I have to them is annoyance that the city administration has allowed matters to get to this point.
- Same as above
- If too many allowed, none of the messages register
- I actually avoid businesses and events that use these signs, because I think they are dangerous and distasteful.
- But I could be made aware in less offensive ways
- I READ THEM STUPID
- See previous answers
- It is the only place I would notice community events. For example, stampede breakfasts. Also not everyone is so privileged as me to be able to google at any moment.

- Most are children related activities. Most parents I know already are aware of the activities their child is interested in and don't need the reminder. I do not have children, therefore do not need most of the sign info
- I tend to not go because of the bad signs.
- Same reasons as before, they are hard to read
- i know they increase my awareness but i do not like the messy look, i counted 15 signs in a two block area.
- It's hard to know about all events, this is a great way to spread the word
- It's important information to communicate to foster community spirit.
- Again these signs have alerted my attention to a number of events within my community including team/school registration, etc.
- that is exactly what they do. and that is the reason they may be an acceptable evil
- They increase my awareness of these activities, but I feel that this method of delivery is not the best, as per my previous responses.
- My community has an online newsletter and social media groups. I'm MUCH more informed through those means!
- Usually just drive by and don't read them. (Ignore the signs)
- Absolutely. I've learned about choirs, dating services, plays, Stampede breakfasts and more. Not all are important to me, but I know.
- events like Stampede breakfasts I find out about from signs
- "Absolutely yes"
- Increased awareness: check. Increased irritation: check.
- I haven't seen any in Legacy
- These signs are one of the primary ways I learn about what my community association is doing.
- I tune them out now because they're everywhere and none have been relevant to my interests.
- I do pay attention to my Community associations sign
- I am not a very well informed person when it comes to stuff like these signs advertise for, so I find them useful for providing me with information and on many occasions information that was useful.
- In the community, yes. For a business/ product purchase, no.
- My previous comment answered this
- Yes - if I don't 1) read email, 2) read my Community Association's newsletter, 3) surf the net, 4) etc... in short, most of the time, the sign is reminding me of something I already read elsewhere. Occasionally, where time to get the message out is short, I have learned something new thanks to an off-road sign. Could we get rid of them all together? Maybe. But only if all citizens have proper access to getting the same information (not everyone has internet or newspaper etc).
- If I want to know about an event I go online. Or read the news online or do a search online.
- Yes, when they are community focussed
- Drivers keep eyes on road not on signs that are a distraction
- Other advertising does the same thing



- Think it is self explanatory
- Yes. That is a primary way to be aware of activities in the community and the city. No one reads the newspaper anymore and is too expensive to advertise using this form of media. To deliver flyers is too time consuming and does not reach enough people.
- We have a newsletter which has most of the information.
- community signs are usually temporary in the true sense of the word unlike business signs.
- There are lots of events I have learned about in various communities this way not just mine.
- I pay no attention to them
- I'm usually aware of events.
- My community has fixed signs that are used regularly.
- I am comfortable with signs for community activities but do not think they should be a mechanism for advertising for businesses
- same reasoning as the last question
- I don't read them cause you can't watch where you're going and read signs at the same time.
- Communities should have priority
- I see them and they are reminders of what is going on in my community
- If there are not too many to read at one time I can pick up valuable info on my community
- For someone who doesn't usually read the flyer, it's helpful to see what's going on in the community
- Makes u aware of what is going on and keeps us involved
- Community newsletter does the same job
- I read community newsletters
- I think for non-profits ie Scouts popcorn selling or signups for groups such as Cadets, yes. But for advertising a business, I tend to ignore it and think less of a business that uses these signs to constantly advertise vs going through other channels. Granted, the use of these signs is more "environmentally friendly" vs using paper flyers in mailboxes or through doors...but they are just becoming too prolific in our city.
- I find them informational of events or sales that are coming up.
- Depends on the topic
- we get community news letters that let us know of up comming events.
- Like I stated earlier it's a great effective way to inform people
- I can't read and drive at the same time.
- They have informed me of certain events from time to time.
- It helps you be an active community member and people can benefit from knowing about what goes on in the community you live your life in.
- email or web is better and more effective
- My husband and I notice the signs all the time. Richmond road goes from none to 15 in a day.
- Community activities rarely, if ever, are of interest to me. I have a community of people outside where I live.
- See previous answer



- All the time.
- yes they let you know of events or charity drives.
- They keep us informed about the going on in our area and things we can attend to build our community.
- I already know where to find info for sports my kids are interested in.
- A true temporary sign can create awareness for an upcoming events. When signs are in place for a long time they just become more visual clutter that is not read.
- We have a community newsletter that provides the same information.
- My community has a sign but an emailed newsletter is a more effective way to communicate events
- I think for a community signs can give some awareness but how long they need to be up should be restricted.
- Yes absolutely! My family had attended more community events as a result of awareness raised through these signs.
- Usually nothing of interest to me.
- Let's me know about upcoming events in my community. I don't care to know what's on sale at the local liquor store.
- Every community needs a large scale "bulletin" board (Electronic) that is prominent and brings all the latest events and info at major malls - or at Gas Stations. A place where you can take the time to read and are not pressed for attention.
- A bit but i do not care really
- It is the most effective way for small business to advertis
- Not now, our boys are older and have moved out of the house. We do not participate in community activities anymore.
- Community activities yes. Private business no.
- As indicated previously, there are so many other outlets for notices, advertising, promotion etc temporary that sings (like the ones in this survey) are ignored.
- I see them but don't read them
- I don't need a matchmaking service (one of the eyesore signs on Tuscany Boulevard) and I don't play hockey.
- I read the community newsletters and I subscribe to community email.
- You re getting too repetitive.
- See above
- I nearly always know about them from Community Association Newsletter.
- A good reminder that something is happening in the community
- community sports and events.
- Nothing I have ever seen on a roadside sign has ever been relevant to my life. This includes the political ones. Oh..except when pranksters change the lettering around and make a joke/pun. I particularly enjoyed voting for "Hard Poo Man" for Alderman, instead of "Richard Pootmans".
- no questions that they make me aware of events in my community.



- Doesn't matter though. All such signs should be banned. Also I mostly ignore them as I focus on my driving. It is only when I am a passenger that I might pay attention to a sign.
- If I see a program for my children, I have followed up on the sign
- Again, Communities have newsletters which inform residents of coming events. Signs are unnecessary.
- Still needs to be controlled
- I ignore them.
- Without question.
- I get most information I need from other sources. Temporary signs have no importance or relevance for me.
- I read the 3 community booklets we get monthly.
- Allow events in specific communities to advertise local relevance
- Most communities send out a monthly new magazine, if you are interested in community events you will look find out.
- We have community magazines, the community has my email, the posters at the community, Flyers dropped of at our home, info from the school brought home by children
- Don't care. I get our community event info from newsletters, email, and website.
- They ensure families know about important dates and community events
- If I am interested in events or organizations in my community, there are other ways to get the information.
- If kept as simple message they can create awareness for the community
- They just make me angry
- Communities should have semi-permanent or permanent signs in consistent locations and contain events, activities etc related to that community.
- I wouldn't have known otherwise
- A temporary sign advertised this survey. That is the first time I was made aware of this opportunity to comment. It was very effective.
- Local community events are highlighted this way.
- I learn of activities mostly from our community newsletter.
- " Yes same as last page" Hi yes like move night at the community lake... to go and "vote" ... " School events" ... Great deal on" new tires" ... ect... Thank you
- I usually don't read them , just get annoyed that they are allowed
- But there are other ways that can be more effective. Newspaper ads radio, social media. Discounts could be given to community groups and subsidized.
- They are good for this purpose but CANNOT be a businesses permanent advertising campaign.
- Most of the time I tune them out so if there is something important--it just gets lost among all the others
- My neighborhood took part in This is My neighborhood out of community services and I had no idea, until the city sent me a survey after.

- Having awareness of community events in a timely fashion is very useful
- Well sometimes for example Tempory sign advertising a event at a park with the district MP. Our community has a large solid build sign with a area on it where you can put a event on
- DON'T PAY ATTENTION
- Good reminder to take action
- "I have no problem with signs put up by community associations, because there are few, they are up for short periods of time, they are for the benefit/interest of the community.
- They are not a for profit business."
- These signs at least have a point and are not for profit and useful
- Anything in our community is relayed through a newsletter and online on sir website.
- They do, but again, when they start to clutter an area I ignore them entirely as it becomes information overload and somewhat of a distraction.
- Somewhat. E.G. sports registrations, meetings.
- It's a good place to find out about activities
- Of course they do!
- I ignore them
- They are more readily available than say flyers by communities etc.
- If I need to find something or some event in the community I don't need a ugly sign to tell me about it.
- "We obtain our community and news info from other available trusted sources and work diligently to minimize unplanned spontaneous purchasing or consumption habits.
- We are not thrilled by a city of Calgary attempt to increase road side signage based on our personal habits and choices. We are not supportive of the city requirements for additional resources that this would require in staffing, administrative procedures, etc.
- If this is an attempt to increase city of Calgary revenues, our city citizens and elected officials can surely come up with a better idea.
- Our issues with roadside signage falls in the areas mentioned earlier in this surveys comment section. For example, lights burnt out under Deerfoot trail signage making visibility difficult, early placement of construction signage and late removal, crazy speed signs on roads like country hills Blvd, that keep moving speed limits between 60 km and 80 km every few kilometres, tiny little signs on light posts that are not visible for intersections like Metis trail and country hills Blvd, etc."
- Often it's the only way I know about community events. I certainly think they're useful for charities or non-profits, like the Humane Society, to get their message out about donations or events or campaigns. At the same time, my husband never even notices the signs even if I point them out while driving with him.
- I don't read them
- they actually make me more likely to avoid those businesses / activities because the signs annoy me
- I try to ignore them. If anything they're annoying.



- We have a community newsletter that provides me with all the information I need. They do advertise to people outside the community that pass by though.
- See above
- There are other ways I learn about my community.
- I read about activities in my community by reading the community newsletter
- It is one of the ways we find out about community events
- As long as it is brief, and precise in information. Like public community events data time and event. etc etc. or upcoming road work.
- Our community newsletter is often delivered well after an event has happened.
- Timely information to promote community events do allow use the opportunity / decision point to participate more in our community.
- however, the community newsletter plays a similar role
- I think they are excellent
- My community association often advertises certain events like its AGM or a fundraising event
- Community events are advertised, but newsletters or flyers work just as well or better.
- Temporary signs are an easier way of communicating to the local community but we need to maintain a balance between the no of signs and their potential distraction to drivers.
- Many of the signs are for activities I'm already aware of through the community newsletter or my interest in signing up for an activity (i.e. outdoor soccer, hockey). I don't need the temporary signs to help me find out what's going on in my community.
- I like knowing about activities in my community, even though I am not part of the community association.
- Personally not really paying too much attention to business advertising, however temporary community, city signage etc. has informed me regarding events to attend.
- They help in bringing community awareness to local events - are up for about 2 weeks and then are removed. They are not permanent fixtures.
- Signs assist in community awareness concerning events or notifications.
- They definitely let everyone know of any sport registration, election details, community events, etc.
- If I want to know what's going on in my community I go online.
- "I try to ignore them and concentrate on driving. In my community I read the magazine so I know what is going on in the community. When I had a child I kept it until the next one came out so I could refer to it, ensuring I didn't miss a registration or something else we were interested in."
- If the signs are relevant and don't carry too much information (a common problem) they will at least remind me to check my community or city website for more information
- Not at all because all the information is on the Tuscany magazine or Tuscany sun that are for free and every resident gets
- I am not "unsure.". A better response option would include "sometimes," "often," "occasionally.". My response is RARELY, and I could have obtained the information elsewhere.
- "do not care, do not read them (to busy paying attention to my driving)



Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

- A lot of the community signs are placed in school yards.....DISTRACTION in a playground zonestupid"
- For community events, they are a good way to reach seniors who may not have email or internet access
- The community newsletter sometimes just goes straight from the mailbox to the recycling, so signs can advertise important meetings and events people don't see because they don't bother to read the newsletters. The community wants a good turn out for events so they can keep doing it every year...
- I ignore them as best I can, tho they are hard to ignore
- Yes they increase awareness
- It can but as a driver, I mostly ignore these signs
- It does increase awareness, but if it was something I was interested in, I would have sought out the info elsewhere (website, facebook, etc.). There are other ways to get your message out there.
- It's a qualified "yes" - Triwood community association is getting pretty energetic with their [removed] fool coroplast signs advertising, variously, their farmer's market, pub night, [personal information removed] movie night ... enough is enough!
- Yes, there is a sign or two per year that the community advises of an event, most are business ads in the communities or along the street where a store wants more signs.
- I try and pay attention to the road and NOT read signs as I am driving. SAFETY FIRST.
- Use to read them now they look so cluttered and Grouped together that I just avoid readingvthem
- They provide info I otherwise would have missed.
- Look it up online - how lazy are people?
- There is some benefit to knowing what community events are coming up in the community.
- It is good to know when and where events are occurring.
- They turn me off of any potential event
- See response above. Reminded me to sign up for sports and events.
- of course they do
- brings awareness to upcoming events
- I use other ways to find things going on in my community. Internet, community billboard, word of mouth in neighborhood
- Community groups display useful information about event times and locations.
- I always pay attention to those signs
- they have become visual litter and have to get bigger an bolder over time to catch my attention but soon that also fails.
- Absolutely! As a busy working mother I relied on signage to help me remember important registration dates for kids activities.
- difficult to answer as posed - they increase awareness but in a bad way
- my community communicates through a newsletter and through social media, far better, less expensive and reaches the proper people



- Yes, our community association in Acadia uses these signs and I find them very effective in letting me know what is happening around the community.
- Sort of. With the abundance of them now, I seem to be ignoring them more and more.
- I try and focus on the road.... NOT advertising!
- Makes me aware of what is going on around me.
- Wish they were not there.
- "To a degree - but the one on my boulevard right now advertising ""am I single"" is not necessary for community reasons. Community groups usually advertise through newsletters/schools
- I believe temporary signs should be just that - a short term, special event, time sensitive use, not business/for profit use"
- If I don't have time to read the signs, they are irrelevant.
- see last answer
- Yes, as stated I have attended many functions and businesses because I saw a sign.
- Open houses, political hometown meeting, is the way I find out what is going on at the community level.
- They first bring to light an event to consider or plan on attending but then they also act as a reminder on that day (or day before).
- Totally
- "Only the ones related to community events, city, police, fire and EMS events."
- As said - outdoor marketing tactics such as bold signs are highly effective and yield great results. However, is that the point of the discussion? I thought not. I thought the discussion was about what is best for our city? I believe that we should not do things just because we want to offer effective marketing options. We should do things that make our community better, more attractive and economically viable. Therefore, for me I do not believe that community signs like these being discussed will provide a real benefit for Calgary. Bold sign usage does not improve communities. It does not diversify our economy. Nor, does it make our city more attractive to businesses. Therefore, this form of advertising should continue to be used sparingly. I propose that we create general message boards (like the recreation signs) that can be designed to reflect our communities while sharing important information with citizens.
- For the most part, my community's signs are effective and aren't a problem with distraction (Renfrew). A community event is happening, 2-3 days before said event happens signs will go up on the major roads of the community. Then the day after the event has concluded, or even the same day, the signs are taken down. In my community at least, temporary signs haven't been an issue.
- Again, there are community websites if you want to be engaged
- Only if it's a community related event or sporting message. Businesses advertising with lawn signs on public land is wrong.
- They make me aware of upcoming events in the community ... movie night, carnivals, stampede breakfasts and the like.
- For my community only eg. The cell tower survey
- driving by you aren't able to read them anyway, too busy watching traffic and pedestrians.

- But then so does the community news letter and community hall event signage. The temporary signage is not needed.
- I suppose it could, but don't see many in my community.
- They just make me mad.
- If they are attractive and I have enough time to read them, so they should be short
- May otherwise never hear of certain functions.
- I really try to ignore these signs when driving.
- Very few temporary signs are activities or opportunities in my community that I am interested in: ie of signs I find ineffective: Bottle drive for Boy Scouts, Bow Valley Hockey registration (My boys played hockey and I am capable of finding the registration date without a sign). Most signage in my area (at least the ones I glance at enough to read every other word) are business related.
- as previous answer. Community Association advertise an event that I would not normally hear about from anything. Like get together fest at Community Hall.
- any of the activities I would like awareness of are usually contained in the community newsletter
- Our community association doesn't use them, it's all sports organizations, politicians and businesses.
- Informs me of things like Bazaars, political meetings etc.
- yes as mentioned before we all lead busy lives and cant know everything that is going on.
- political signs - yes - others not really
- So far they've all been irrelevant to me.
- I do not read or acknowledge these signs. They are litter.
- many times theses signs are sole source of advertising
- It's not for me, but I can see other people getting something from it.
- I read the news letter
- I am watching for kids in school zones and playground zones and would never read those signs as for the rest of my routes I an watching where I am driving in all 4 directions something all drivers should be doing. DRIVERS SHOULD ALSO LOOSE DEMARETS AND FACE FINES FOR READING SIGNS AS IT IS DA DISTRATION . THE MONEY FROM THE SIGNS COULD AND SHOULD BE USED TO MARK CROSSWALKS IN THIS CITY A THING THAT ALL COUNCELLERS AND THE MAYOR NEGLECT SO MUCH
- I can see the benefit to a new local business to create awareness of their presence...
- But just city related items. What the city needs is a RSS thread that people can sign up to for their quadrant or community.
- Personally I don't pay attention to them, but I also don't need to rely on street signs for information about the community groups I'm involved in.
- How else do we find out?
- Yes, but I think the message can get out via other means.
- These signs are very effective for schools and community groups.

- I receive a community newspaper so I check that for local events and businesses to support. I also use the internet.
- All my community activities are listed on the communities web site
- Community events should be allowed to create awareness but would prefer a more permanent sign to do so.
- I have no issue with the local rec centre advertising a youth program if the signs are placed and monitored properly. I see no reason why a commercial operation should have access to the system.
- They can raise awareness of local community events
- Without these signs I would be out of the loop on opportunities to engage with elected officials or the city, connect with neighbours, or access resources. In the past 6 months I have attended a movie night at my CA, gone to an MLA townhall and City consultation and gotten my flu shot as the result of these signs. These are exactly the kinds of behaviours the City should support through temporary signs. To limit the eyesore, the city should NOT allow businesses to use them except on their own property.
- I am following community events on social media.
- The community association usually advertises their events in their monthly newsletter that is delivered to households or via signage at the community centre.
- Not necessarily in a positive sense.
- best info source
- Same response as last question
- I live downtown so isn't as important. But I can see how they would be informative in a suburb
- Again, this is distracted driving
- Yes. They inform citizens of upcoming events.
- Yes the big ones run by light company's that take care and actually follow rules are fine it's all the small ones that are thrown up everywhere
- See previous answer
- Usually do not have enough time to read sign passing at 50 km per hour
- I don't have kids but it is good to know what the community offers
- I do not read these signs. I prefer to pay attention to the road and put safety over commerce.
- Already explained!
- "Community meetings - gone to some that I might not have been aware of.
- Hired Christmas tree light installers, noticed junk removal companies - - various things."
- I know where they are clustered in my neighbourhood and always read them-they are almost always about City or provincial business.
- I see events advertised that I would not know about without the use of these signs
- See response to previous question.
- Yes, they help me to get involved in activities, or to know when a store has a sale.
- I have answered this above
- If I am walking in the area, I do see them.



Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

- Judiciously used, yes. But they're not.
- But don't like it.
- Absolutely! These signs are quite effective at advertising and communicating upcoming activities that may be of interest or important to me. They also act as a reminder every time I see them to take action if I haven't yet.
- Yes it lets me know what is going on in my area
- I don't drive distracted, how can police fine someone for reading a text and yet reading the signs is ok?
- They act merely as irritants.
- But to a very small degree.
- I don't read the newspaper or watch tv, the community newsletters are rare, signs provide more up to date information and serve as a reminder for me to register or participate in something.
- Same answer.
- You only ever get a fleeting glimpse of them anyways
- Like I said, if I miss an advertisement in a paper for a community event I might see it on a sign
- Will not attend event when advertised in this manor
- I ignore the signs.
- Effective means of conveying community messages.
- See previous responses.
- Brought me here ... and wasted my time (10 minutes) doing this survey
- The community association where I live has one I front of the hall and on on the main road. I read them all the time. I also saw a temporary sign advertising this very survey.
- I rely on my community news letter.
- use community newsletters, websites or social media
- I do not mind community event signs only.
- depends on the messaging
- absolutely!
- Yes and no. It may alert me to something but I have always used internet or phone to find the information out I need.
- Because I try to ignore them!!! As unsightly as they are.
- AGMs and sport registration for example
- I only look at the ones that are next to the community centre in my neighbourhood. Those are really the only ones I'm interested in reading.
- Ugly community signs not how I want my awareness increased.
- Same reasons as above: let me know the time, place and contact number for an event
- Considering each community in Calgary has community newspaper, would that not be a more effective means of awareness!DDuhhhhhhhhhhhhhhhhh!
- It helps engage me as a citizen as well as understand what initiatives the city is looking at taking.



- I currently have a 311 complaint for what appears to be a legally placed sign in my neighbourhood for a business far across town, hence this is not related to "my community".
- Nowadays other advertising media and publications would each reach very limited audiences in the community and city.
- It is highly unlikely I would know about this survey without it as an example.
- I read our community newsletter so the signage is not necessary
- It's the only way I receive updates about events in my community
- They just upset me and I am less likely to support the business who trashes up my community.
- As previously mentioned, I have been made aware, but not in any lasting sense. By the time I arrive at my destination I have forgotten all about it.
- Perhaps so. However; the trade off of safety, is simply not worth it.
- Yes but I think there are better more attractive ways to bring attention to events.
- I try not too look at them while driving, too distracting.
- Sometimes provides information relating to community event.
- I read about community events in our community newsletter.
- Community club activities are normally fairly well represented.
- the community signs help: announcing upcoming events, elections, townhall meetings.
- again, community newsletters are not delivered to all residents of a community. the temporary signs are a good way to get community events out to the public
- I don't go to my Community website, so it makes me aware of activities going on in my neighborhood.
- Absolutely!!!!
- I may not be aware of what is happening in my community at the schools, etc. that I would/should be taking part in.
- Yes, but other ways can be more effective (email distribution list)
- I don't read them much
- Important to know what is happening in the community
- I don't pay attention to what they are advertising, but you can't help but notice how many signs are on the side of the road at times and I think they are ugly
- In communities the make a driver less aware of pedestrians in the crosswalks and other vehicles.
- Sports, community events
- The signs generally indicate the activities of the Fairview community association and update me on events they are hosting. I do not always see them in the community publications and I do not check the website.
- A cheap way for the community to advertise.
- reminds me of deadline date for registration
- The community newsletter provides required community information. Every house in the community gets these each month.
- Public hearings.



- Information on community events is OK
- Occasionally one will grab my attention. Most of the time what I notice when there are several signs along the boulevard in my neighborhood is how trashy the boulevard looks.
- They are dangerous and a waste of space
- OF COURSE! If I was looking for a Garage Sale / Store Sale / information. I would expect signage to point me in that direction.
- We have a community periodical that is delivered to our house monthly. It contains events and local business advertisements. If I'm looking for something, I'll find it there.
- Don't read the signs as I am paying attention to my driving. If I am interested in a business, activity or event, I will use the computer to locate information.
- Hard to keep up with upcoming activities. Signs help make me aware of big events - ie community clean-up
- This is the only way I know about community events.
- likely not hear of events otherwise
- I find most of the community updates online. Most of the time I am driving by and can't afford to look over and read a ton of verbiage on a sign.
- Very seldom look at the signs while driving.
- "Too many signs every where.
- Too much information distracts and does not help"
- I read the title then research the event online
- When the signs are used in an appropriate manner they are useful. For example: sports registration times and dates.
- Too busy driving to slow down the traffic to read the temporary signs.
- Mainly sports teams info, daycares, etc. Most community information that I care about is on the permanent sign at the community centre.
- There are other media sources that provide this information.
- If I am not actively looking for something, it is nice that it is represented on a sign.
- Again - how could you read them going by at 50kph?
- No, I don't read temporary advertising signs
- Maybe others but not mine
- But the information doesn't stick...then eventually you don't read the sign anymore as you drive by...it becomes part redundant.
- I'm not a Facebook addict, and I typically do not read my community newspaper. These signs are my primary source of community event information.
- It's nice when they are in the community and they can alert you to what is going on.
- They do for communities as it communicates to residents for any meetings or events.
- Sometimes.
- I look out for signs for community soccer, farmers markets, and doctors walk in clinics.
- Well you know some one or some thing wants you or your money



- I ignore them
- They advertise events and registration. I do attend community meetings when i know about them.
- I really like signs that convey community information. I also don't mind seeing signs promoting an event at a business. I don't think that 'permanent' temporary signs that simply say a business exists increase awareness.
- Though I don't have children that would be needful of the community signs.
- I've always been aware of what's happening in my community through other means besides signs.
- Yes but so do other methods - newspapers, community newsletters etc.
- As I said before, there are newsletters that circulate in your community that can increase your awareness as efficiently as a sign and wouldn't distract you while you're driving because you can read it at home
- Again, if I was a parent I would probably pay more attention to them as they often advertise to kids programming
- Typically yes - I am not a parent, but I notice that many signs are for kids registration, school information, etc. I imagine this is helpful and important.
- "There's so many of them, they become ""white noise"" and generally ignored.
- Did I mention they look like crap?"
- I would otherwise not know about the various activities in the community.
- yes.
- For community groups it does. For businesses it mostly does not. During elections it definitely doesn't.
- "As explained"
- I can't think of a sign that was informative to me, i.e. that I didn't already have the information or couldn't find it elsewhere
- I have already explained it - it's good to know about special events, etc.
- The only ones I don't mind are local community events, I hate the trashy retail signs.
- Only occasionally. I try to ignore them and focus on the road. Plus, there are too many of them and it would be difficult to pick out the one advertising the local jelly bean dance from among the noise.
- If it's positive and not degrading then it's nice to see.
- Our community does not have a community centre so the signs are important. We do have a website but we rarely ever look at it. The newsletter usually reaches us after an event is completed.
- It allowed me to know about the green line as an example
- While I largely ignore signs from businesses, I do often note community association signs.
- I do know if there is a community event, really the only thing I pay attention to on those signs.
- Generally not.... if I am driving I do not want to be distracted by information that I will most likely forget by the time I have returned home.
- I often read them..
- They are a good way to see what events are happening in the community.



- This information is available in both community newsletter, on the Facebook page, the community website and at the club. No signs necessary
- Probably. But that doesn't mean they aren't a hazard.
- Especially when driving through a new community, there is not really a better media for advertising community events.
- Very much so!
- stop allowing such distracting signs
- see previous answers
- Sometimes they do however, I look at it as visual pollution.
- Of course
- It should always be about making money
- Easy way to get info
- See answers above.
- I watch the road and other vehicles, not advertising.
- But I still find them ugly and a distraction.
- Almost all of these signs have no relevance to me.
- Community events such as Stampede Breakfasts, community centre events as well as city initiatives are great examples of proper use of temporary signs
- Increases the awareness of messy looking neighborhoods
- You can read what is coming up.
- Most of the time the signage has nothing to do with what is going on in the community.
- People should be paying attention to the road, not reading signs!!!
- I think the public announcement signs are valuable for increasing awareness. There are better, less intrusive ways for private businesses to advertise to potential customers - I don't feel that the city should allow advertising for private businesses on neighbourhood boulevards.
- They do make me more aware of community organizations but these could be advertised in community newsletters or local grocery stores instead.
- A distraction
- It has made me aware, but can't say that I have acted on anything I have seen
- As stated earlier, if I was involved in the community I'm certain I could find this information elsewhere.
- Of course they do
- "Typically, I'm already of the things in my community as I read the community newspaper and check out their site regularly."
- Yup
- they are unsightly and garish
- If you are from a neighbouring community, you may not know the events that are taking place without the signage.



- much better ways to get messages out. I almost hit kid while trying to read a school sign - drivers already have information over load
- Helps to know community events in a quick way
- I do my best to ignore the signs in order to keep my eyes on the road. If parents want to know when soccer sign up is, they can look it up on the Internet.
- Somewhat. I generally know from the free monthly newsletter.
- I thought there was a by-law already preventing temp signs?
- It allows me to know what is going on in my community.
- Only if there are few and far between. Otherwise I just ignore them as clutter.
- Absolutely!
- It allows me to become more aware of events I wouldn't normally know about in my community but nearly all the events posted in my community are not for my age demographic.
- As I said, we have a community newsletter.
- "I read the ones that are directly related to events in my community."
- Often the target audience is very small so most people don't relate to the ads
- I get all these messages through social media.
- Don't mind them for communities.
- Information is provided in many other formats: newspaper, community magazines, email, online etc.
- Yes it does but again it's about the amount of them and combined with the business ones and the community ones there seems to be too many of them
- If they are community oriented, then I would pay attention but the ones used by my community usually bear no resemblance to the ones you've used for this survey. My community usually places small sandwich boards at strategic locations within the community, then removes them when no longer needed.
- We read about activities and opportunities in the Valley Breeze.
- Most of the time, not having kids, they do not interest me.
- The Community I live usually places these signs strategically for maximum exposure.
- Absolutely. I don't always read the community paper or go to community meetings, so it's handy to have information on signs.
- Sometimes, but we have community newsletters that also provide all of the same information.
- But the community activities are not relevant to my life.
- I do believe they are useful.
- I feel the only good use is for the city or community to inform the community of issues or events
- "Yes, gives dates of events"
- I receive e-mails from community, MLA and city councillor
- Community events
- Without the signs within the community I would not know of most of the events happening.



- I get the emails from my specific residents association so I usually know what is happening in my immediate area, but the signs increase my awareness to activities or event going on in other areas near by.
- But I still don't like them.
- Information
- For communitys i think its great... businesses can use the many other ways to spread their message..unless of course its important like stor closing or something
- Sometimes the notices are hard to find in the community newsletters and my community website is terrible and always out of date.
- I just want to watch where I am driving and there are so many signs I don't even take notice anymore of the messages.
- I will go back to read the sign to support or go to a event of interest
- Nice to know what's going on even if I'm not going ..
- Sometimes but most messages are non-applicable to me.
- I try and ignore ads, and community news is also online and in a newsletter making my local community sign redundant.
- Sometimes I see community events.
- I try to ignore them. I don't like "in my face" hype
- I don't read them. I don't like them. They are worse than a pushy salesperson.
- Yes and these are the signs I would like to see - less advertisement and more community events
- Sometimes I have been made aware of a meeting because of the sign.
- Our community events flyer does not come around consistently and even when it does we don't always take the time to read it.
- Sure. Our community advertises its annual cleanup, recycling events, and holiday events with temporary signs.
- Same as previous question.
- Yes but there are other ways to increase awareness.
- They probably do - at the very least I know when elections are imminent.
- Information sharing is important
- I go to the website or hear from my neighbours.
- But i dont remember them or act on them just because i see the sign
- Definitely, I wouldn't know about community events or programs otherwise if it weren't for temporary signs.
- I read my community newsletter.
- "really don't want to contradict myself either but yes it is nice to see when there is an event going on say at the community centre"
- Yes, when the number of signs are limited so you are not overwhelmed and when agreement from those whose proprty backs onto the area where signs are located is obtained and when those receiving payment for signs do repairs.



- I would learn about events by other means.
- But that doesn't change the fact that they are an obnoxious eyesore.
- Community signs let me know when there are team sign ups
- Reminder
- I enjoy being involved in the community and even if the signs don't encourage me to participate or aren't directed to me, I like knowing what's going on.
- I am aware of things that are happening and do not need a reminder an unattractive signs
- I appreciate their timely messaging and value their ability to mobilize our community to events and opportunities
- I'm too busy trying to focus on the road and drive safely instead of reading irrelevant signs.
- Absolutely
- I really try not to focus on the signs.
- No - we often see signs for activities/groups/events that are not even in our community!
- They may increase awareness but they are extremely distracting and unnecessary
- I have only been back in YYC for a week and already have done this survey and learned about the city charter meetings from these signs. I am pretty impressed by that.
- I have noticed signs notifying people of events occurring at Prairie Winds Park - when the signs are right outside the park itself. And I suspect that is because no one else is advertising on the same land as it's a huge park and no businesses are on it. So in that aspect it's the only sign and it's HUGE (which is helpful and I can read it in time before I've gone by). That sign is fine as it's on its own property.
- May not have otherwise known.
- What explanation is required? The answer is yes, they increase awareness of activities and opportunities.
- The community maintained signs are not an issue
- To some extent. I think for low income families and newcomers to Canada, there can be some great information on these signs in relation to community events or educational programs
- I try not to read them when I am driving
- Yes but are a distraction to driving and we don't need more of that
- They raise awareness of organizations in the community, in order to increase participation.
- I try to ignore reading the signs
- They'll inform me of something I may want to attend.
- I will read community signage - but only if it is a short message.
- stampede bbq
- Kids activities and sports team registrations.
- Information
- Yes, but it is overload - I would be dancing, playing soccer and consulting my tax adviser all day long. Can't - couldn't and wouldn't want to keep up with it all.

- If I wanted to know about a community event I would consult the webpage of my community association or call them. City sponsored events such as the City Charter meetings are OK. You are not making a profit out of this, but i do not need to read about a reduced rate on weight loss on a sign. See my previous comments about using pattison like signage. Temporary signage should be restricted to information signs, not advertising a product. Community association things and city meetings and that is it- City of Calgary and community associations are fine. The rest should not be allowed.
- Only on a very limited basis.
- I like seeing what sports and clubs are available in my area. My son isn't old enough yet but it's good to know what options might be available in the future
- Occasionally
- They are hard to miss so do inform.
- Sometimes good for community events
- See previous answers
- The public service signs are properly placed and provide appropriate community information.
- "Become more aware of activities"
- Hard for them not to when they are in your face.
- I do not read them.
- see previous answers
- i would not know about them otherwise. i really appreciate the signs on the bridges about festivals etc.
- I can check with my community association to find out what's going on if I'm interested
- "Probably not. I seek information as I need it and I read our local community paper."
- There was a sign. about. this. survey.
- They are good for traffic and community updates
- I read my community newsletter online to stay aware
- A reminder of the mega garage sale, or open houses on transit.
- Yes I know about community events, open houses by city and private local business offerings.
- Hawkwood uses them sparingly but I do find out about events such as community clean ups and festivals.
- Very much. They are good reminders.
- I have been wanting to comment to someone on the signage use, as I've noticed on occasion I see a sign completely blocking my view when driving. I wonder how they are allowed to do that? I'm glad I found this!
- The signs are always letting people know about upcoming community events, sports registrations, gatherings, farmers markets ect. they are important.
- Registration of new activities my child has not tried before or community events that are upcoming - which gives me the option of participating



- My frustration levels are ever increasing. How many more questions for something I view as a silly issue. Are you hoping to set people up to side with a biased view?
- Sometimes this is the only way your hear about community events
- Doesn't mean I like to see them, get it on the web, I'll still be INFORMED
- Already explained this (these text boxes after each question are tiring)
- Everything is online.
- There are so many signs that I tend not to see them as they are just clutter
- This is the best way for me to get the information about community events.
- As stated in an earlier response, they are a cheap and effective way to get out a message to a large proportion of the community.
- Yes I admit that sometimes they do.
- Driving by the spot and reading the sign its a reminder! They keep me on the loop of events and important days
- They do to some extent, but we also get a monthly newsletter that also informs us
- It does help my general awareness
- This is self evident.
- "If I am seeking a service, then I will search it out.
- For example
- I don't need a dental office to have a sign out on the road all year long
- Advertising open to new patients!
- Usually they are poorly written and have too much information on them to be taken in as you drive by.
- They provide info which would be hard to disseminate through newspaper, radio, community newsletters and so on.
- Increase yes but there are other outlets to share information now days.
- I learn about events I would otherwise not be aware of
- There are many community events that I learn about from the signs
- I think my previous answers sum this up.
- >like I said before you got the internet ,newsletters ,media all kinds of ways other than signs be the roadside
- I try my best to ignore them
- I did see your sign a few times and decided to check for this survey. I wish there was a better way. Neighbour newsletters, like in the Bonavista Bugle.
- Wouldn't know otherwise.
- These signs are mostly viewed by members of the community that they are targeted towards. These activities and opportunities are unavailable to non-residents, and advertising city-wide (radio, television) would be ineffective and expensive.
- for certain things. like special alerts for public.
- I subscribe to my community's Facebook page.



- I get the same information electronically
- There are other types of advertising too
- I rely on websites and newsletters for my information.
- They help me to see what classes are at the community center so I know when to register for any I might like.
- The occasional community sign is helpful at the primary entrances to my community. They can contain timely information which is unsuitable for hardcopy newsletters.
- You can't read them when driving. They are distracting and ineffective.
- I know lots of things that are going on around town, but if I want to find something your website gives plenty of information easily
- Often it is the ONLY way I find out about the activities
- Good for communities- NOT business
- Yes.
- "Sometimes they tell me about a grocery item sale.
- If they apply to road conditions, this is an entirely different matter."
- Again, between newsletters, flyers, social media and word of mouth, we hear plenty of what is going on.
- It's a great way to find out upcoming events.
- There are other means of finding out about community activities such as our community website
- Upcoming Community events
- I think if I was interested in a group I would find a way to register, etc. Businesses should rely more on signage on their property.
- When placed in the entrance to a community and not blitzed by other signs.
- See previous answer
- if I am curious I have my phone and or laptop and or tablet any information should be easily accessible
- I think I just explained that in the previous question.
- Find what I need online or community newsletter delivered in mailbox
- I quit reading them.
- I see them, but I have never acted upon them. I use other sources when I want to get involved.
- Do not increase my awareness but "nag" me about it. I get electronic notification from my community newsletter and from my electronic newsletter.
- Disgusted by signs.
- I am a member of our community association and have direct contact
- I generally ignore them.
- Same response as above
- I suppose they could if I paid attention to them
- Very effective on people
- When the street isn't inundated by signs I can focus on reading one or two that advertise events



- They show soccer or girl guide registrations, for eg., but I can't think of any time I've used that info. I usually already know about an event if it involves me.
- Can they not use the local news prints.
- It tells me that there are activities. But none I care to find out more about while behind the wheel of a moving vehicle
- Busy life, medical related brain fog, general life distractions remind me I am I am part of an active community I am welcome to take part in.
- as above
- I know what is going on
- Certainly, because they are there. That doesn't mean that is the only way to communicate these things!
- I consider myself to be well informed and aware of what is happening in my community through other means.
- They promote special events.
- I don't think this needs an explanation. Of course they increase our awareness.
- I find out about goings-on in the community I wouldn't otherwise know about. Somehow keeps me connected to the community,
- We get all the information we need in the community newsletters.
- I never take the time to read them because I'm driving
- Sometimes - e.g. Open House at YMCA Remington. I might not have known about this otherwise.
- Previously explained.
- "These signs do give decent information on community events.
- However they never fit in with the design of the community, and they should be made to match.
- Permanent sign locations built to look like other fixtures in the community would be a good idea. With lettering that looks good and attractive."
- The same information is found in the community monthly newsletters.
- Typically don't read the community newsletter so signs are how I learn about events
- The more informed I am about events and issues the better.
- I read my community paper or look at the community message board.
- Especially if it is something I am in the market for
- The internet provides much better information about activities in my community.
- I would normally get all my info on community events, etc. from the internet or from the notice board at our community centre.
- I have never acted on information provided on the signs
- I see signs when I drive into my community highlighting events or groups in the area. This gives me ideas for things to do that I otherwise wouldn't have known of
- Not once have I ever used or been drawn by one of these things. At best I have laughed at bad spelling or stupid things they say.



- Same as I said previously—communities have very limited effective options for communicating with citizens about community events, sports leagues, choirs, courses, etc. I don't generally read our community newsletter or seek out community info online.
- Sometimes. Those for community events are appreciated.
- Only if I choose to read and remember the info on the sign. I would suggest that these types of signs have minimal affect on me personally.
- This question has been answered numerous times within this survey already. I do believe they provide a cost effective means for companies and community associations to advertise their various services, programs and offerings.
- It is nice to have this direct way of knowing what is going on with our community, given that it is new, and new businesses and community groups are still starting up here.
- Mentioned earlier, these signs are the equivalent of spam to me. I just ignore them.
- see previous comment.
- explained in most comments above
- I pay no attention to them.
- sometimes a good reminder to something you saw in community newsletter
- Yes they do
- yes I have seen signs that have made me aware of community events or issues but another way is possible with out signs everywhere
- I enjoy seeing what events are happening in the community that I might otherwise miss.
- I prefer to focus more on my driving skills on the road. They are far too 'in your face', far too many of them that I am at the point where I totally ignore them
- If something interests me I will take note of what I read on these signs
- My community (West Hillhurst) seems to keep most signs close to the Community Centre which helps provide a central location for info. I like this.
- see above
- Somewhst
- I actually try to NOT pay attention to them
- I ignore their messages as they are a distraction and unaesthetic.
- I really appreciate the community signs
- Again community events are of interest to me but not the blight of business advertising.
- Yes, but they are over used. They are distracting and often left up long after they should be.
- But there are too many in our community.
- Many busy parents would not remember otherwise
- Yes but I really dislike the clutter and mess they create more.
- I am really busy so appreciate seeing upcoming events in my community on a sign.
- It seems the best was to get information out in a timely manner. The community newsletter only comes out once a month and sometimes that is too late.



- Not really but they aren't used as much any more. When they are there it is informative. Most temporary signs are COMMERCIAL and are solely trying to sell me something. V
- Yes it does increase my awareness .As a citizen of this beautiful city I think it is my duty to raise my voice or give my honest opinion on a survey conducted for such a good cause.
- Read your question. It required a yes or no answer.
- Ignore all because there is no regulation
- I read them and within seconds I remember that there was an ugly sign but not what it said.
- Some events are new to me or not things I would have thought to look for.
- I had little or no idea what level of controls exist or what options for enforcement were possible to balance the competing needs of sign-makers, sign-readers/drivers
- I rely on my newsletter
- already explained my preference for this type of sign.
- Somewhat. But I could definitely get by without them
- Many city events and reviews are advertised on these signs. They are useful, but overly abundant and ugly.
- City will do what it always does, do what they want, they are a dictatorship after all.
- it's good for special events/church sales/etc.
- they allow you to be aware of sports teams in the community that you may have had trouble finding out about if you are new to the area.
- It's somehow reassuring to see signs up for things like hockey leagues and preschools even though they don't apply to me.
- Increase awareness of community activities. However, many are not relevant to me. (e.g., kids sporting events targeted at kids of a certain age.)
- Preschools put registration dates on their signs. I might put my kid in soccer, a sign at the local soccer field would let me know when and how to sign up
- With only a limited number of available spaces, these signs often have difficult to decipher messages
- A good way to know if there is an activity going to happen without having to spend time searching social media
- Visual reminder of events, sports programs offered in community as I do not regularly seek this out on a website or in a print newsletter.
- I guess it might
- Yes they do, as long as they are concise I can gather the information I need and stay informed of things in my area.
- Not for me.
- no objection - however there should be a time limit.
- but the news is easily found elsewhere
- Informative for community events where advertising would be too expensive and wouldn't guarantee the correct audience.



- It is obvious
- Again I ignore them because of distracted driving
- I would not have known about them without the signage.
- They make me aware of activities in my community.
- The reason I answered know his because after while all the signs just begin to look the same and you just delete them as you drive you don't even bother reading many more because they are not important
- "YES - but at what cost?????????"
- Keep those signs to within 100 feet of the COMMUNITY CENTRE or place of activity so that WE CAN ALL MONITOR the effectiveness and safety of a project that will meet the NEEDS OF ALL SIDES."
- All those karate classes and events im quite aware of
- I'm only interested in those that highlight important events/information regarding my community, otherwise I try to ignore them, but its hard given the number of them popping up. Very distracting.
- Sometimes, yes. I can tolerate short term signs for community events as they provide information to a larger spectrum of people and not on every corner.
- Yes, but I still don't like them
- Didn't even know there was a community garden until I saw it on the sign, so they got that going for them.
- Reminder of what is going on in the community
- Any community events I would like to attend that brings the community together, especially for young families, seniors and disadvantaged people.
- I already know what is going on in my community
- Somewhat
- Bottle drives, community AGM
- local things only like my community association acctivities
- Because there are community web site and magazines
- The signs often inform me of the variety of choices available in a community. But that doesn't mean I will take advantage of them.
- Yes. Though, as stated earlier, I think it should be in a permanent rental sign that is cemented in place and doesn't look as gaudy as these things.
- Please see previous response!
- otherwise we do not get the info
- Yes, but social media would be much more effective.
- See previous explanation.
- I have seen signs that brought my attention to something happening. But I also believe there are other more appropriate ways to get the same result.
- In today's busy society not all of us can take the time to browse through multiply paper advertisements.



- Yes, especially with community events, I may be unaware of them until I see a sign about them. Do I care, was it an activity I benefited from? No, not most of the time.
- I try not to look at them
- yes but they are distracting
- If I get a chance to read them they do provide notices of community activities
- If it is something important then the sign brings attention to it. Whether you choose to attend or not is up to you but at least you cannot say you did not know about it.
- I try not to look at them , to many placed at one place , cause for distraction . Even the signs placed by the City for their events , have too many informations , reading them creates a distraction !
- see previous answers
- Some have information about my community, but I also read our community newsletter and receive emails from our association.
- Do not ever read them
- Most of the events I attended I found information about it through other means, like the internet, word of mouth. The sports my children played used signs occasionally but email and internet was more informative
- Reminders of events are important for todays busy lifestyles
- See my previous explanation.
- Registration for athletics, etc. But can still be informed through newsletter
- See previous answer.
- They absolutely don't "increase awareness" of anything but how trashy they make a nieghbourhood look.
- Although I am usually busy during the events it is nice to know what is going on in the community
- when they pertain to community affairs, but most of the time they don't, it's mostly advertising.
- I don't read the community newsletter
- Not necessarily. As mentioned earlier, after a few days, they lose their effectiveness.
- Yes. But more should be done because we need to get more citizens involved in communities. Associations are lacking volunteers because we are not able to reach out to the citizens effectively as a society. We have developed in materials but lost in connections.
- I already know what is going on - I do not need intrusive signs to remind me.
- I find the community papers & websites are a much better source of the information.
- I try and ignore all of them.
- Tells me when to register my kids for soccer and my wife's jazzercise.
- See previous responses
- I read our community newsletter and gather relevant information/news there or I go to the computer.
- never used info
- It is one of the only places I would be aware of things going on.
- I think this question has been addressed.
- We are bombarded by some 6000 plus advertisements a day; we do not need any more.



- This is exactly the point, and the primary reason why these signs should be permitted to continue to be placed by community groups and non-profits.
- I find out what is happening and when.
- I try to avoid reading them when driving.
- I see the activities advertised but it is usually not about anything I am going to participate in or I already have the information from elsewhere like the newspaper or our community newsletter.
- I generally ignore them and keep my eye on the road when I am driving
- I ignore them.
- Absolutely!
- If I didn't see a community event on a sign I wouldn't know about it as I don't get a community news letter
- Usually drive right bye
- They do, but they aren't for anything I would take part in.
- Most I recall are for advertising or electoral candidates (which is totally out of control), I rarely recall seeing one for community activities
- Only if they effect or apply to me.
- I am generally paying more attention to the road rather than reading signs
- I pay no attention to them. Im normally driving so dont distract myself.
- I do not use them.
- "I receive enough material regarding opportunities.
- Get rid of these signs!"
- With community's activities only
- Related to unconnected communities with phone numbers you can't read! Bad idea
- I wouldnt have known about any of the events in my community if it wasnt for local signage
- Never pay attention to them. I pay attention to driving and the road.
- Newspaper, radio, newsletter and tv my source for information
- Upto a certain extent
- sometimes
- However, signs bringing attention to civic or community meetings do have a place provided they are controlled and appropriately placed.
- O.K. if not overdone. Maybe a rotation basis for business with less signs and everyone gets an opportunity to advertise, both business and community.
- I usual am aware of it through other sources such as media.
- Makes me aware of what's going on in the community
- Look in community association newsletters.
- They work well to let me know about current community events but it could be done another way. Each community should send a weekly email with these community/city announcements and they could also have business advertising
- I have usually read about them in the newsletter, newspaper or on line.



- They irritate me so badly I don't read them, unless I am making sure not to visit the business advertising
- No, there are so many of them that I tend to tune them out. As far as I am concerned, they are like graffiti.
- I resent these signs and would never respond to them.
- If community issues are advertised but few business signs attract my attention as I believe they are a huge distraction possibly causing collisions
- Too busy driving
- Yes..but only on buildings
- Distraction
- I try to pay attention to the driving.
- They do but so would a designated permanent sign reflecting the community design.
- This is the main way to know about local activities.
- Public service messages of a limited time period are useful
- "Street Cleaning, Home Owner Meetings, Soccer Registration are all ones that come to mind"
- Important when advertising sports events for children
- I have attended community events, taken classes, gained information about voting and learned of opportunities to participate in the community (such as learning about this survey).
- Some of the signs that deal with sports/activities for children might get the attention of families with children, but those parents are usually already savvy about what's going on in their community when it comes to their children.
- I don't read them
- As per the previous question, there have been times when signs help to remind me of upcoming events.
- No.
- As identified previously, temporary signage throughout the city has kept myself and my family abreast of numerous community events, whether our own community, or those of our adult children and grandchildren.
- But there are other ways than big ugly signs
- But only to a small extent - most of the time I ignore them as they are unsightly
- There are more activities than posted along the street. I read my community newsletter.
- "But I get a community booklet monthly delivered to my mailbox.
- I do not need extra signage.
- The main benefactors are the signage companies."
- I read my flyers and community newsletters as well as the online newsletter.
- They do advise of advertised information, however there are typically too many words, so require multiple drive by's to read.



- They will not sway me one way or another. I don't care if you have Beer on Sale, I can see that in the Flyers I receive every week or it's Association registration time, if I was a part of a organization, I know when it's time to register or there's an Election
- Absolutely, they do!
- See above explanations
- They increase awareness, but not necessarily participation.
- Like all advertising signs are designed to convey a message. Unfortunately that message comes at the cost of appearance of our community / community entrances.
- Certainly they do, but again, there are far too many and the lax attention to them leaves their placement open to abuse which is very distracting.
- Soccer sign up and events
- As I said earlier advertising works
- They make you aware of classes or lessons happening locally
- there are better ways to communicate
- I ignore them
- Sadly, they are important to small-budgeted community associations.
- I'm OK with community info signs but NOT with advertising signs.
- When I drive, I drive. When I read, I read. I do not engage in distracted driving ever.
- Meetings with MLAs or aldermen; sporting activities and registration; City recreational initiatives
- I already receive an ad bag, I also receive 2 separate community newsletters and am on an email distribution list. The signs are completely unnecessary and decrease the image of the community.
- If I notice them, It is a rare occasion that there items which pertain to me
- It definitely lets me know what kind of opportunities activities for my nephews and nieces are out there and I think that's very important
- For the non profits and community events
- I dislike the signs so much I ignore them. I use online searches and reviews to find what I want.
- I believe they do but seldom do they relate in any way to me.
- I try not to be distracted while driving, so I do not read them.
- Community notice signs might be the only acceptable signs. Business advertising signs on public property should be completely banned.
- See last box response.
- Not at all.
- Lets me know of thing happening or places to maybe shop at or visit
- At one time people probably used signs more. Now we use the internet.
- I give these signs little notice. I'd prefer to get community information and events through other sources.
- Not really. I have usually already read it in the community newsletters.
- 99% of the signs in my neighbourhood are for junk removal services, painting companies, landscaping, etc.



- Good way for companies to place Help Wanted ad, Way to many people unemployed and every little bit of advertising helps.
- Those public service messages tend to get lost among private advertising.
- If you take time to read details, you are driving distracted. How is this any worse than looking at a text message.
- It tells us where and when stuff
- I ignore them as I find them a distraction. I pay attention to traffic
- I often see temporary signs advertising team sports and community events and I think it's a good way to share this kind of information, because it is relevant to the area in which the sign is posted. Again, the sign should be set back from the road and not placed near an intersection or crosswalk.
- we have a few signs coming into community they i can appreciate. i.e. community events, notices of cleaning or pesticide, information
- When properly placed and spaced out, they are easy to read and clearly show events happening in the communities.
- They do increase my awareness, but the rate of the ads' relevance to me is extremely low. So I know about a lot of events or deals that I don't need.
- I check the internet and get the local newsletter. I participate in these community activities and do my business with these advertisers. I do not do business with individuals or businesses who post signs on city property.
- I was unaware of the many community activities available in my area until I saw temporary signs for it
- I feel they are appropriate in communities to convey dates and times of meetings, but the ones advertising are unnecessary
- I have found things happening in community which is good
- I have to reluctantly admit that I was made aware of an extracurricular activity for one of my children because of one these signs I hate so very, very much.
- yes if placed properly and are done up in a nice neat fashion
- Websites
- I like seeing community events on the sign.
- Though not applicable, it's been nice to know what is coming up in the community.
- Yes but if you use other options the community can still be made aware
- I know there is a community newsletter, but these things get lost in the noise
- They often show an activity, thus increasing my awareness
- I rely on community news letter for this info.
- information provided
- I dont read them
- Though I may receive a newsletter periodically from the community association, the reminders of upcoming events is beneficial in increasing awareness and attendance.



- Although I haven't acted on any of the community activities advertised in my neighbourhood, I am aware of the news communicated there. While I hate the signs, I do like the sense of community updates and events being highlighted. Bit of a catch 22, there.
- no i avoid them.... i would like to remove them myself.
- I have already touched on this in other answers.
- Already answered
- They increase my awareness but it doesn't impact my participation in any way.
- its a distraction.
- yes/no. Our community association has a digital sign but roadside signs are easier to see/read
- I dont read them.
- Rarely, but to be fair, it has happened
- Community sports and dates for registration
- I read them
- See last answer
- As the driver, I don't pay attention
- I ignore
- Especially fundraising events. Community clean ups. Registrations. School notices.
- They remind me to pay community dues, and if events happening in my community.
- I do know what is
- Information is usually redundant to that same information I have received in the community newsletter or web site.
- They do but there has to be a better way.
- As I've said, they are generally ignored.
- Sports and community events
- On occasion an actual temporary sign appears along the Bow River Pathway advertising public meetings for the Eau Claire neighborhood. I get that. It's still there too long in its ugliness and it's not being used for an emergency situation. But I do appreciate that, in that case, it is temporary and it goes away.
- Great reminders of community events
- Maybe
- Political and city and health messages
- There are many other "sources" of information.
- But we have ONE bulletin board that the community association uses to post relevant information and that's it and that's all we need.
- Events that are hosted aren't always easy to find. You have to actively look for them. Also, the signs about the Deerfoot plans survey I knew nothing about until I saw it on the signs in Calgary
- Don't take much notice of them except when one blocks the view of an intersection.
- As noted in previous comments on community activities



- Community issues and events are fine. But for-profit commercial or semi-commercial activities should not be permitted.
- I like to know about things that are happening locally that I can be involved in
- I read newspapers, listen to the news and get involved in my community
- My grandson got s job
- As mentioned, understanding what's going on in the area is most effective with signs. I rarely read the community news
- Already answered.
- It could happen, but I read my community's newsletters to keep up to date.
- I rely on community updates via social media.
- i like to see what special events the community ass'n is holding
- They inform and remind people as they drive by
- I did not read the actual content of the signs, i just evaluated their design
- For communities its good, for business I hate seeing them, same ads over and over in a short period ... very tiring
- Yes, but there are more effective means of informing me about my community that don't create unsightly situations.
- Not in mine because I get a newsletter, which is sufficient but I do see things in neighboring communities.
- Community events
- No, I read the newsletter and inform myself.
- Children's programs and community events are important to advertise for families that do not have other access to that information.
- It alerts me to Tim bits sign ups, community clothing sales, day camps, classes etc.
- I really like the community event signs. Sometimes I miss forget about great events that were in the community newsletter ages before - but the signs are a great reminder.
- Promote events in your community
- they can be informative but i also believe that with current technology this type of awareness is not as necessary and therefore more control should be placed on these.
- When I see opportunities to volunteer it opens that door to share my skills with my community.
- As a driver I see community signs. If I took transit, or walked to work, I might not see them as they are typically located on driving entry/exit points to my community.
- Kids activities
- Learned about an art sale
- Absolutely; with so much going on and so much media around us; this is the most effective way for me to know what goes on in the city and my community.
- Quite often, the signs are just advertising, not related to community events.
- I know the dates of events at my alumni highschool that I'm interested in
- See previous respnses

- I will not support a business or activity that uses this type of advertising.
- I replied didn't I??
- I keep myself up to date on Social media groups and pages to get all the information I need
- Most of the info is sent in community newsletter.
- They make a very small impact on my life, I may see the odd sale or event that catches my attention.
- See last answer
- Yes
- Of course, but many messy signs that I have seen detract from the neighbourhood, the advertised business and the surrounding area. Too many signs actually have an adverse effect.
- street cleaning, community events, information sessions on Stoney Trail.
- Sometimes. Community sports signup at the AGM meeting.
- I can read it in community news letter
- Don't read them
- The info on the signs are usually already in the community newsletter.
- "No because I don't read them and if I did, I can't read everything on the sign as there are too many and I pass them before I can finish reading them"
- Things like registration for local sports clubs, AGMs for local community association etc
- yes for community gathering specialty for the people are not connected to the internet specially for some thing emergency and stamped breakfast pick nick in the park or meting the consoler or election
- it's a good way to advertise local events.
- Community signs do increase my awareness of activities in my community. Other signs don't.
- they do increase my awareness however there are probably other, less ugly, options.
- Community and city signs catch my attention all the time.
- Sometimes forget about something read in the monthly news letter and a sign may remind me closer to the date.
- community events, city bylaw discussions
- Only the community related signs.
- "This is a leading question. The vast majority of the signage has nothing to do with the community, example Delta West Academy (a private school in the NE) is advertising in the SW
- I agree with the local community assoc. having signs for upcoming events i.e. public meetings, recycling day etc. They do add value."
- Same answer as previous
- The question says it all - "in your community"
- yes, feels good to be involved
- My community publishes a magazine...which gets put in a pile of papers and never gets read on time. I find the important things I need from signs like these!



- All the same answers as on the past questions. These signs are the reason I know what is going on in my community and in many other communities and they're quite often the only notification I ever see from the city when something important is going on that they feel they should share.
- When driving, can't read them.
- Sometimes---garage sales and estate sales mostly
- Yes, but I don't generally need to be aware of these things. That is what the monthly community newsletter is for.
- Previously answered but we get little from our community in regards to spontaneous events. Because of city cutbacks over the years communities have no money to spend on advertising or informing community members.
- community garage sales, soccer registrations, bbqs, elections, etc...
- I read my community newsletter.
- But most don't apply to me.
- Not everyone needs to be aware of programs in their communities that in no way include them
- I review my community/city websites for info. I try not to pay attention to signs while driving.
- Yes, I've attended community events that I've only known about because of the signs (I'm not on social media).
- "I may be more aware of what's going on, but when driving past the annoying signs, I don't have much choice! "
- Community signs are fine but not for too long
- Yes in the community
- They do inform but I still dislike.
- I have been able participate more regularly and bring my kids to such opportunities. I believe it is important that we teach our children to be involved in their community.
- I get al relevant information from my community website. Signs which visually pollute our community should be banned.
- Answer already explained previously
- redundant question
- Advertisements can appear in community magazines, however, events posted on signs appear to stay in your mind longer. For better or worse they appear to work.
- "Yes, and it is nice to see these because even though they advertise in through the community newsletter, we get a lot of paper in the mail and it goes mostly un read...
- Its nice to get that little reminder as you are venturing in/out of the community. "
- I don't typically read through my community newsletter
- As mentioned, if I am looking for something in my area I Google it or look into my community letter (brochure) or go online.
- Meetings that I might wish to attend. Services I might need are possibly visible.
- It's just another way to get the word out.



- Those that "care" care and others won't act/react to signage. alternate methodology and engagement are more effective.
- But only ones that apply to community associations and events etc. not businesses etc.
- Only the community as I try to ignore others and if I do see commercial signage I am more inclined to avoid the business advertised than I am to patronize it
- Yes, it keeps us informed if up coming events.
- This info can easily be overlooked once children are older and not bringing home notices from school.
- but if I see a few signs in a row, I don't read any of them, it's careless driving.
- very rarely do I find them community based
- No, they are a distraction and can not read them usually due to traffic flow.
- I have to ignore them while I am driving.
- I don't use the internet to get my knowledge of the local activities going on....
- internet and social media do
- They increase my awareness but we also have a newsletter with the same info in it
- They do tend to make me aware of what is going on in the community.
- See the previous response
- In Tuscany our community is very active. The signs keep us up to date with the activities and I love them
- I read our news letter each month or check out our web page
- No
- Very rarely do these signs offer new info.
- As any advertising, the purpose of signs is to create awareness of events or opportunities.
- I use Social Media to stay connected to my community
- As I do not respect them they create negative, not a positive
- How could they not? If you read them, I daresay you've been informed of something.
- Makes you aware of what is going on in the community
- Yes, and it is nice to know what's going on in the community, but can we please make nicer more permanent signs that don't look so derelict?!
- I refuse to patronize businesses that use temporary signs.
- I don't see many signs for community events
- I've never contacted anyone advertising with a road sign .. just can't drive and read at the same time.
- I generally ignore signs that aren't related to driving conditions.
- Absolutely
- But so does the community newsletter that comes out monthly and is preferable to the signs.
- Very rarely. Not worth the ugliness!
- I don't pay attention to them.
- Does help the community sometimes



- I am involved in many activities without having to look at signs.
- Our community news letter keeps me updated on what is going on. The signs are just a repeat reminder.
- As long as they are only temporary. a # of these supposed temporary signs are up all year long
- There are better ways
- I suppose the activity might be in one of the newspapers but I don't read them. Laziness on my part but the internet takes my time away from reading the local papers.
- Yes they do, but they are more distracting and dangerous than they are good for the community. There are far better ways to communicate. Like how I connected to this survey on Facebook.
- the sign can let you know of a special community function
- Too many signs to separate useful info and speed too high to get any info off of a sign to provide meaningful engagement.
- They are an important tool of communication for the community.
- I likely wouldn't have known about these events otherwise.
- There are many other ways to inform me about activities in my community.
- There are several cities in Canada that have done away with these signs, they are doing well, makes streets and neighborhoods look very cheap/tacky.
- Sadly, sometimes this is the only effort people put toward bringing up awareness. I do not believe this should be THE strategy to run marketing with, but a subsequent tool.
- I wouldn't hear about some community events if it weren't for their signs.
- I have said yes, they can be helpful if I can easily read them as I am driving by.
- I ignore all signs. I pay attention to my driving so I don't kill someone.
- No signs on public land
- Movie in the park, community carnival. I think it helps keep people engaged and in the know as to whats happening.
- Yes they do though there's a fine line between having the community association inform us of community events, versus private businesses wording their signs in a way that makes them appear like a community service message but really it's advertising for their business.
- Temp signs are great for engaging with the community
- Tells me if an event may be occurring in the area, but often the message is convoluted and not easy to digest. The message it's trying to convey should be almost instantly understood by the viewer within a second or so.
- No. I try not to draw my attention to them.
- It lets me know of activities in my community
- It lets me know of new businesses in the area
- Because they dont...
- See previous.
- Blakiston park redesign meetings
- If it's the community association, yes



- I receive community communication through my email and facebook
- I purposeful try to ignore them since they are such a distraction
- Yes they do/would, but is it wise to distract drivers??
- I receive a community newsletter, but the signs reinforce the message.
- good reminders when out and about in the community
- it annoys me. If I want to participate in something then I seek it out.
- Enrollment information for specific activities
- Cannot read the sign unless it is an easy logo to remember (for example city of Calgary logo)
- These signs tell me of events and activities I might be interested in joining.
- I can't/won't read them while driving
- Signs have told me about something I don't think I would have known otherwise.
- I just wish they'd change the name of the "Halloween Howler" because it's literally called that every year.
- Inform about events, dates, times.
- Yes, it has been common to find out about a community event through the signs but again they need to be limited to amount of signs up at one time and time they are allowed to be up.
- I can only speak as someone who has attended events based upon the signs i have seen, i feel they do in fact raise awareness of activities and events.
- Can be useful for events in your community. makes for very direct marketing when it's for something in your area
- "No
- There are too many and often for places not even within the community they are stuck "
- Community group usage of temporary signs is useful, other usage (such as for businesses) is not necessary, there are other options available to promote business awareness.
- Maybe for sports or Stampede events or such things. I have never responded to a business sign on the roadside.
- I don't know where else I could find that information on a consistent and reliable basis, relevant to where I live.
- I am a regular reader of my community's newsletter, I receive their email notices and am involved in the community. I don't necessarily require signage to get me in the know.
- "As mentioned before, I have never gained any info from one of these signs that I have not also gotten from other resources (internet, newsletters etc.)"
- mostly aware of things in my area anyway
- One community association sign in my area did jog my memory about an event I should attend.
- Yes and no.
- they make me aware of AGMs and road closures/construction. that's it.
- I plan ahead to attend what interests me. The best nformation is in our monthly community newsletter.
- See previous answer.



- Very rarely is one of those signs relevant to my family.
- They do.
- Yes, I do look to temporary signs for community information (e.g. upcoming community meetings, registration for community-run children's activities).
- When used to advise of events being held by the City, airport and community on a temporary basis, I take note of them. I think they are more noticeable because they aren't there all the time.
- Absolutely!
- sometimes
- There would be no other way I could know about certain events or reminders about homes for sale.
- Capoera and [removed]
- really don't care. If I need to know something I will just look it up, no need to litter the streets with junk signs
- if they talk about road problems
- They let me know what activities are happening in my community.
- Absolutely it raises awareness. One of the main reasons these signs are so valuable.
- They do but there are other less ugly ways of letting people know about events.
- I hate them.
- I live downtown, where boulevard signs are impractical.
- I try nit to look at them.
- See previous responses
- See previous response.
- I do not read roadside signs
- I'm more aware of goings-on in the community, and attend the events advertised thereon. I am, at this time, unable to recall any events as a consequence of temporary signage.
- These types of signs are great! Community recreation and event types
- Community awareness benefits from signs
- Only when they are truly "community" news.
- See previous answer.
- Sometimes it is the only way a message comes out
- I ignore them
- "Yes sometimes, they provide community information.
- Again, we receive our community newsletter and have online access to news/events.
- I don't mind the signs as much for community news. Dislike the businesses that keep the signs up for weeks and weeks though."
- Same as previous answer
- For example, it made me aware of the community art show.
- I'm too busy watching my driving...
- Again - the news or internet
- See previous response



- This is the most appropriate use of these signs.
- I might read it in the community newsletter and forget. But when I see it again on my way home from work, then it is fresh in my mind and I act on it when I get home.
- Format, that I recall are on black with each line in a different color
- I do pay attention to community event signage but they are still a distraction when driving.
- Yes, I appreciate the updates on the community centre sign.
- They're almost always adds for discounts at shops I don't want to go to anyway.
- They are a useful way to find out about consultations, community programs and events such as youth sports.
- I read my community newsletter and follow enough on social media that no sign is giving me new information I didn't previously have or have access to.
- Community activities are ok. Business signs are annoying
- Yes often the signs in my area are exactly that, information about local events or activities. They are useful.
- I often don't read all the community written stuff...but do find those signs informative and helpful
- Even if it's not relevant to me, it is nice to know what is happening in the community
- Have seen things listed on community signs that I wouldn't otherwise been aware of.
- I am aware of planning meetings, community association agm's, and community events through temporary signs.
- The signs have been for advertising a service. I find them very distracting, unprofessional and an eyesore to the community.
- In my community, it's all cigarette sales and other menial signs.
- We have lots of restaurants in McKenzie Towne and to our north 130th Avenue. I feel being a Towne and the flavor of the people that live there are, restaurant signs along McKenzie Towne Blvd approaching Deerfoot North should be removed. 99% of the people I have spoken to know the restaurants along the Blvd. They want to know more about community events. And we are an older couple without children.
- Creates awareness of project I may not know about
- Common signage in my community identifies kids sports teams.
- My community (harvest hills) does not use them often. All i see on them is business advertisements.
- Its generally the only place I notice things like the traffic/pedestrian safety thing coming up at SCA oct 22. REad it on a bold sign
- Social media gets the same message across.
- I like to know when different communities have their parade of garage sales
- You should be driving and paying attention to the road. Not looking at road signs trying to remember the phone number or dates on the sign...
- Yes, I will notice a Halloween party, or pancake breakfast on a sign but don't usually see the specifics like date and time. If it's a well organized sign I will notice a date, but by the time I get



somewhere to look it up or write it down I don't normally remember the details, especially if I have my kids in the car.

- A note in every mailbox is in every way a more efficient means of getting your message out than putting yet another sign up.
- I don't read junk mail and the signs are just a different form of junk taking my attention.
- Yes there was a community event in shawnessey that I heard about this way.
- Yes, although I find blvd signs unsightly, I do like to see what's new and be aware of activities and opportunities in my community.
- I generally do not read them. Eg. I don't care when soccer registration starts. If I did care I would already know.
- Yes, I think these are important methods of information distribution within communities.
- I read the big ones.
- Want to know otherwise miss a lot
- No, I usually get upset seeing so many signs, that I don't even read them!
- They tell me things I didn't know. But frankly I don't care about what they are telling me.
- Sometimes it's the only way to get the word out
- Yes, signs can help improve community awareness.
- the things listed on the signs that i care about (eg. community activities like bbq) are already sent out in newsletter.
- Sure, I'm more aware but that doesn't mean that I act on any of it.
- More awareness of community events
- I read the community newsletter but don't necessarily remember what's going on. I read the daiky newspaper, listen to the news, etc. However, I have become aware of many activities/issues solely because of temporary signs. They seem to either connect immediately as I drive by. (If I am interested)
- I am often intrigued by the events advertised or sometimes I think oh, if I was a different demographic (i.e. a mom or a elderly person) then that would be so helpful to know of this event or of X group
- "Not all of them, but some do
- I have seen signs for singing groups, preschools etc."
- Using social media will be more affective
- "There is lots of events in my community.
- This is a great way to learn about the ones that may interest me. This keeps me better connected to my community."
- They typically advertise something I've already either heard about or read about. They're just extra visual noise.
- Just see them as a nuisance .
- Notification of craft sales
- How else would the message get across if one is not on social media?

- No they are an eyesore!
- Absolutely. I have attended community garage sales, participated in community clean ups, visited local small business because of local signs.
- Do not read them .theyre just a distraction
- What is happening in very short announcement.
- I don't always read our community newsletter so they help me a lot.
- "Yes, but tacky. Communities should be able to control what is allowed in their communities."
- It is the only way that I became aware of an activity or event.
- "There are many business signs and the abundance of signs deter focus from the road safety and is a general distraction which minimizes the community announcements.
- I am more concern about running over the metal frames, bricks and wood materials which comprises of these signs because often they are littered on the road."
- I may read them but the information does not sink in - I'm watching traffic. My safety is more important than soccer registration.
- Although the community centre in our area also has a large sign on the building that notifies of upcoming events.
- I don't take the time to focus when I am driving. Safety first.
- Good for Community Associations
- I often don't hear about these opportunities any other way
- Most neighbourhoods have community newsletters where this stuff is talked about. Signage is redundant to the newsletters and a waste of community money.
- I do not pay attention to them
- Absolutely.
- Yes but there are other and better ways of accomplishing the same thing. One sign I saw informed us to pay our "dues" or face a fine. Really? Why not send an email to those people who are behind in their payments rather than offend us all with a neon roadside message?
- Absolutely
- N
- I wouldn't know what is happening if not for the signs.
- "Specifically, PUBLIC NOTICES, SCHOOL BOARD PUBLIC MEETINGS etc.
- Business ads - NO (Landscaping services, roofing, windows, cash for cars)
- Election signs - NO
- Garage Sales - OK - usually very temporary (over a weekend)
- For Rent Signs - Helpful when driving around trying to find a place to rent."
- Community newsletters are informative but often not timely to current events that require citizen's input.
- I am aware but if I was interested I would seek information any way
- They act as a very good supplement to community newsletters and online groups
- n/a



- Sometimes yes but other times I think not as I often ignore the signs simply because there are so many of them.
- Sometimes but not when there's too many
- Already answered this
- In the past, I've noticed activities which I would otherwise not have know about
- Temporary signs let me know when the community is hosting special events.
- For the most part, ignore them.
- I pay attention for community events only.
- Of course they are informative.
- "For community groups, it gives a clear idea what is happening in my community."
- We have the internet - send these signs back to 1989 where they belong!
- Sometimes but can be distracting or I ignore so that I am not distracted
- If I read the sign, then it may increase my awareness of activities/opportunities in my community. Usually, I pass the signs too quickly to see all the pertinent information.
- I suppose they give me some information so if I want to get more information I can. But for the most part I try to ignore them.
- I'm concerned that they attract a biased group of respondents with a vested interest in the issue
- Community events are advertised
- nope.
- If community based yes
- Nothing will be done.
- "As previously mentioned re Boy Scouts bottle drive.
- When we lived in Edgemont the community association put up signs about getting residents to sign up for the Leaf program. As a result we followed up on the internet to find out more."
- Tell of community social events.
- Love that the lake, clubs, local programs and government post signs
- Kkeeps me informed of what is going on
- The few signs I have read address local sports teams for youth. I have yet to see a sign that was applicable to me.
- I focus on driving, not on reading advertising.
- "they do tell people of events and businesses"
- I don't hav kids.
- Bbq activity
- They are often not legible in the time it takes to drive past them, with appropriate attention to the road rather than reading signs.
- I don't read community handouts, attend AGMs, or go on community relevant websites. The only source of information I get is from signs
- i always read them when i drive by
- Open houses for councillors are helpful.



- Community groups and the City use them to publicize events, but I think they should use other means that are not a blight on the landscape.
- I find them to be reminders of msg seen in the community newsletter or mail drop
- I have learned of community events I would not have otherwise been aware of through these signs
- We have taken part in community events along with open houses to schools.
- I don't recall not being aware of any business that sticks up signs. Some Community events or groups signage is helpful to become aware of activities in neighbourhood.
- Sometimes if it is on its own and I read the whole thing over several days depending on how much traffic is in the area.
- Once again I just drive by and I have very little interest. Most of the time they are things I don't need or use or care to do
- They do but without them community groups will get more creative and use technology more.
- I do not read many of the signs that I see.
- Only because they are a distraction while driving and are unsightly.
- yes: good for citizenship , neighbouring, community spirit & care
- I look online for that type of information.
- They simply annoy me. I keep informed through The Lakeview News, the bulletin board at the Lakeview IGA, through The Calgary Herald, through radio, and through the tv news broadcasts.
- One of the rare times these are useful, is when the city advises of street cleaning. So there's that.
- I don't read them as I'm driving not reading
- These signs can promote community activity, for sure, but still need to be regulated.
- Yes I noticed about local sports team can food and empty bottle drives
- They are distracting to drivers, they are an eye sore, they often contain letters that have been rearranged into inappropriate messages, and, at times, have messages that are inappropriate from the start (e.g., a recent sign posted at the entrance of my neighborhood said "Feed a criminal, keep your doors unlocked". This was particularly troubling for my children to read. There are many other ways that community news can be shared, particularly in a time rapid growth of social media.
- I try my best not to pay attention to them. The signs look tacky and are not a good representation for a clean modern city
- I became involved in my community because I saw a need, not a sign
- "I pay little attention to commercial signs & am actually probably less likely to use a business with a tacky sign in my neighbourhood.
- Community or politically related signage may provide benefit to some people but I find what I need in community newsletters & from alternate sources. "
- We have community bulletins and online boards for that now. Its a cell phone driven world we live in
- Brings things to my attention.
- Yes I knew when all the pancake breakfasts were at stampede for my community, I see the activities for kids and families regularly. Now the Christmas fairs
- Important dates at community centres, community events, sales,



- Usually for injections or weight loss. If the signs were placed properly and only advertising community events/ sports clubs I would not have any issue.
- Because there are so many businesses using city property to advertise I missed many community and city ones.
- If it weren't for some signs I would never know of certain events that I never attend but may sometime who knows
- As long as I'm able to read the sign safely before driving by, which can often be difficult.
- Yes, I have attended varies events in the Copperfield and McKenzie towne area due to these signs
- "makes me more aware. As mentioned, the local community assoications make the most sense to use these signs ... target audience.
- But, within limits."
- Ignore them
- see previous
- They can, but technology can make me more aware.
- I read my community magazine to find out what events are happening in my community
- They provide info
- In the community it's great to see when local events or community meetings are being organized
- No. My community sends monthly newsletters.
- I don't generally read them
- Absolutely. Good reminders.
- Again, I only notice community notices, and a majority of the time, it's regarding something I am not interested in.
- They raise my awareness of the various groups and business but I can also seek this information myself. If I am interested in an activity for my child, I will seek out this information. I don't need signs on the roadway.
- I will not read them.
- Same response as last question
- Sometimes, it provides a reminder. Without them, the awareness would still be there.
- Yes, but do it by electronic newsletter, or something. Too many signs!!!
- It can but should be done in other advertising formats...oartner with local business to advertise
- Yes absolutely.
- I see these events posted in community newsletters. Don't need to see them on the road
- See previous response on this topic. While I have been made more aware, I would be more influenced by a newsletter piece that can convey more detail and be read at leisure.
- Communities should be the only ones to use temporary signs with minimal colour to reduce visual pollution.
- It's a great and affordable way for communities and events to get the word out about their event.
- Sometimes. For community events.
- Again I find them annoying and a distraction especially to motorists.

- I've learned about some events from signs
- They do keep us informed but often not quite enough. There is not enough time to read the whole sign and trying to read it can cause accidents as drivers become distracted.
- I don't read them as I am driving and need to keep my eyes on the road
- They are used sparingly in Beddington. As a result, we often take the time to slow down and read when we see one - even if we usually end up not interested in what the sign was for.
- As mentioned I have better ways to find out what I need through social media
- Soccer for my kids, cheap loads to the dump, piano teacher close by, baby sitting, lawn care/snow removal, meetings of my community association..... there is huge awareness of the message! (Now ask yourself what the last few tv ads you saw were... I bet you can't remember any, much less any local ones)
- I find them annoying and distracting.
- I found out about a planning meeting regarding my neighbourhood from a sign.
- Too much message on the signs in your survey
- Our community hall advertises different family activities that we can attend.
- I try not to read them
- "Because often it is impossible to read the entire sign in the time it takes to drive by one.
- Put your messages in the community newsletter instead."
- They are more visible at ground level
- I am more aware of sports programs in the community, besides that not much.
- I get the community newsletter and am on their email list. I also know how to check their website and Facebook.
- As for the previous question
- Because I do not have much time to read the community paper those signs give me current information.
- Absolutely. My neighbourhood seems particularly good at this kind of sign usage. The signs stay maintained, up to date, and interesting because the information shifts as new events come out. (Deer Ridge)
- As mentioned before, it's an effective tool to communicate with community residents.
- This is a very easy and maybe cost effective way to notify community members about activities in the community.
- Again, for all my responses, I appreciate having notice of community events in my own community.
- I can't remember anything on those signs relevant to me.
- They would be just as effective at community centres where community members congregate.
- I get my info online
- Girls' Choir + Soccer.
- sometimes they do but not often enough to warrant as many signs as we have
- It lets me know of community events, however there are other ways of notifying people.



- Signs are especially important for community and sport recreation centers as I would otherwise not be aware of whats going on.
- Advertising is expensive. I assume that is why the association uses signs
- "all lot of these signs post things about the community that don't always get in the newsletter and I feel it really helps small business get there name out there."
- My community posts events along Bowness Road. I have attended community events because of these signs.
- Travel by bus, so they do get read on occasion.
- Intentionally do not read them...hope they are gone one day. Laugh when they are turned over.
- as long as the community places them
- I usually know of activities due to the community magazine.
- They distract and our lazy ways of disseminating information
- I prefer seeing signs that are relevant to our community.
- Yes
- Sometimes I see notices for unusual events like a summer "drive-in" movie that I would not have known about.
- If they are for community events or general public notices, they are helpful and they don't need to be regulated.
- Know when to sign up for kids sports, find out about local events, reminders about community clean up, etc. These signs are very useful.
- See previous comment
- Not the right way to do it.
- Absolutely! They are a MUST!
- I don't read them by and large, I notice words but none connect to my own world.
- There are so many forms of social media to bombard the 'community' that signs don't need to be used
- I ignore them.
- When I need something, I go looking for it and find it, no need for signs
- I read community papers and local papers and watch the news. I do not want to look at a big black board placed outside my house
- The sheer number of the signs causes me to block them from memory. Like annoying TV commercials - lack of creativity promotes dismissal.
- I know where the Farmer's Market is being held. I know where and when we are having community meetings and games.
- The signs do make a point of some activity going on in the community, but it takes a few times of driving past to get all the information - one does not want to stop to read it all!
- Occasionally. Mostly they are just visual noise. I am more dot to respond if I learn about it in my ther media
- Esp important for those orgs



- Not terribly active in my community, but it makes me feel closer.
- Do not always have time to read community newsletter, or emails in a timely manner. Signage has made me aware of multiple events and initiatives that interest me.
- As I've mentioned in previous comments. Dues, AGM, movie night for families, activities to sign up for.
- "This is valid - community information - NOT - Loose Weight the Mirage Way - or House Painting etc. etc. etc. etc."
- I often find out about community events through word of mouth, those community fleets that are delivered monthly, the radio, or an ad online.
- But there are other ways for me to find this information.
- No there is too much info on the signs. As you drive by you do not have time to read it all.
- Scout/Guides activities, movie in the park, community clean up, town hall.
- Yes - see all previous answers
- "Of course they do, seeing them on daily walks or driving through the community reminds me of the subject at hand."
- Nice to know what's going on in my community and when.
- They still are detracting to the neighbourhood. You don't see that many in Mount Royal or Eagle Ridge so why are there so many on Bow Bottom Trail and Canyon Meadows Drive???
- Social media, internet, newspaper, etc play a role.
- I don't read them because of the safety hazard.
- Community Association events and activities are often displayed on signs like these and I do appreciate the information. But the difference between this and the signs that businesses use is that these truly are temporary. Business simply change the message, but they are by and large a permanent fixture.
- Community activities, blood drives, new schools opening etc...
- there are places to find out what I need to know
- Yes.
- memory refreshers.
- When community based, not for-profit business.
- Of course they do they are great way to inform
- They do but so does my community newsletter.
- Community news and activities are important for people to be aware of but Businesses should go through normal advertising channels.
- Some do, but others are hard to read due to inconsistencies with existing signs. Even as a passenger, it's difficult to see and comprehend so many.
- It is good to know what my community is doing and what activities are coming up.
- You can't gather enough information about something in the short time you have to read it
- Know when reg takes place
- The most direct method I know for finding out what's happening in my community.



- I won't read them because they annoy me.
- Without them I would not know half of what is going on in my community.
- Like I said, we're probably all desensitized.
- I just get angry and vow not to support whatever the sign says
- Yes I always notice signs about sports sign ups, stampede breakfasts etc
- "I feel that temporary signs should be eliminated in Calgary. There are an eyesore and make the city look unattractive. "
- I don't read them as I am focused on driving.
- I've never seen any relevant to me. And I tend to ignore them anyway so I would probably miss any info on them.
- I've seen lots of events on signs that I wasn't aware we're going on
- Again I ignore them
- I try to keep up with newsletters. It often miss details caught on signs.
- They tell the community important dates and activities taking place in our community and the city.
- Clubs, groups, events, etc social gatherings
- Thinking of signs like this that I have seen recently, I can't recall any useful information that was communicated to me.
- Definitely needed for community groups
- How else do I get to know of these events or businesses?
- If there are limited signs I think they help. When they are many signs one after another after another I don't read any
- The community association often uses these signs to inform the residents of activities.
- A new sign is often a point of interest, and I enjoy reading them, and finding out information about the community I live in.
- I usually ignore these
- Community activities are communicated by a permanent sign in our community
- As stated we do not always get the flyers or community news.
- Saw a sign for this survey and it has been the only useful sign I have ever seen.
- Yes, but I wish the signs looked nicer!
- Mostly I see either sport sign up info, religious events, and store sales info. All of which I will seek out for myself as needed.
- Nothing I cannot see in my neighbourhood's monthly leaflet.
- gets the message out to the community
- Don't read them - too many often too small printing on them, don't care what they say
- The signs advertise what happens in a particular community. I know when my street is being plowed, when particular events are taking place and when my local bakery is having a promotion. This is relevant to me because I live there. Other communities have signs relevant to them.
- I've attended events because of signs I've seen.
- Yes, but I also believe there's lots of printed material that could be equally effective.

- To a point they do if you're not distracted by traffic and pedestrians
- I get all the community news I need through mailed newsletters and email.
- I appreciate knowing about upcoming open houses/events/information that is relevant to all community members.
- We don't always know of the happenings in our community and the signs are a good reminder
- see previous responses... Also helps those not for profit entities get their fundraising event messages out. I didn't realize we have so many different types of festivals around Calgary, it was because of the banners on overpasses... This and the internet are the new village town crier... with the decline of traditional print media. It is another option to find out what is happening around the city..
- I personally ignore them.
- I would rather see the information restricted to one larger sign board per community - like an outdoor bulletin board
- I chose to ignore them because there are too many and they are distracting
- Often I would not have known if it weren't for the signs.
- No because I ignore them. There is so much advertising thrown at us everywhere we go that I just tune it out.
- There are so many different avenues for ads, but temporary signs are very visible to those walking/driving by.
- Get rid of the signs!
- Without the sign how would we know about community events, city wide events, etc.
- I typically ignore the signs.
- I am more aware of things happening in my community.
- Yes, we almost rely on these signs to give the information about events and programs - even recurring annual events, as dates change from year to year.
- I belong to my community association as well as the Facebook group... I also rely on the good old neighbours to keep each other informed.
- Honestly, I'm too busy driving to notice these signs and to slow down and read them. And I'm not usually looking around for temporary signs when I'm stopped at a light.
- These are literally the only signs I read. And it's really only one, put there by the community association.
- Directed me to the new lawn bowling facilities and the Greek festival.
- Yes.. the signs provide nice reminders of community events. I will know about an activity but often forget about it.
- Signs by city of Calgary are good to bring awareness to any road construction and the like. A sign in front of a community centre is good for awareness of community activities and bring the community together
- I ignore them
- The commercial signs are a nuisance, the community related ones are okay.



- Yes - clubs might not advertise elsewhere. Limited budget so \$200 for 10 days of a sign on a busy street is good value
- I have stopped reading the majority of these signs as I find them so ugly. It took me 3 passes by the City sign about this survey before I got the message as I don't normally read the signs and the City sign was in a spot close to where I was still yielding as I came onto 69th street and each time I was paying attention to the traffic.
- It is effective advertising for community events.
- That's how I know they are happening.
- Does not affect me
- I try to ignore them when I'm driving. I have other things to look at/watch for.
- I can use the internet to find what I am looking for.
- No i will still continue to ignore business advertisements, and get annoyed with poor construction signs
- If I pay attention to the signs they can.
- Bottle drives, sports for kids. new business
- Better than getting notices in your mailbox that you then recycle.
- Citizen consultation events regarding important changes in the neighbourhood and fun community events, like Lego contests, are often displayed in my neighbourhood.
- Pretty clear - I answered the survey. There was another sign next to it but I cannot remember what it was about.
- Sometimes they do, but it does not encourage me to be a part of them. I also receive newsletters for my neighborhood in the mail that relay the same information.
- Local activities are nowhere else to be found advertised.
- attended some events as a result
- I've attended events (specifically City of Calgary open houses) based on signage information.
- I would notice the sports registrations.
- Helpful reminders plus dates times and locations without having to check other sources or even remember to check!
- same as previous statement
- We have community news letters where event advertising, business advertising can be done. Facebook, plenty of opportunities to create awareness.
- Yes, I've become aware of community events as commute around my home.
- easy to spot and check out in passing
- Even if they did - there are other methods of communication.
- Again, Absolutely! I've attended several community events; I've attended group gatherings; I've signed my children up for sporting events and clubs; I've signed up at community sportsplexes; I've bought numerous products and services; I've visited local businesses and driven across the city to experience things I wouldn't have known about otherwise. I've bought services I didn't know existed and I've taken an active role in boards, community events and committees that I wouldn't have



known existed if it weren't for temporary signs. They are invaluable to this community and I don't think the complainers understand fully the extent of the damage they may be creating by limiting, controlling and micromanaging temporary signs.

- Definitely, families are so busy that these reminders of upcoming events make for more interest and attendance
- Community activities, but limited to one sign as you enter the community. Not one for soccer, one for hockey, etc. and definitely not advertising a business.
- I ignore signs
- I focus on my driving, which is more important.
- Most do increase my awareness of community activities and opportunities. Some are just not necessary - at least in a community.
- Yes, the community signs are helpful, but the volume of business signs is ridiculous. If I want to be subjected to advertising while I drive, I will turn on the radio. Temporary signs also increase the danger when I am walking with my children, as they impede visibility and increase driver distraction.
- because I drive through my neighborhood often.
- community groups and amateur sport groups do not have the funds to use other media.
- All community events are signed, and some businesses also use signs
- Effective for advertising children's program registration etc - not necessary for businesses to advertise.
- Occasionally. Usually when driving, I'm paying attention to other vehicles, pedestrians, etc than to signs
- See fitness example and open house example earlier.
- Good way to advertise public engagement events for the city
- They do as they are inevitable unlike emails/mail which can be avoided.
- As it relates to community activities the signs are helpful and cost effective to get the word out for special events, sport registration and similar community projects.
- Yes it does but most are useless to me.
- Explained earlier. Heads up on events within the community
- I ignore them.
- Only if I'm interested
- I tend not to be distracted by them.
- I seldom go out of my way to search out community info so often miss out on events until I see one of them advertised on the signs.
- I think it's a great way to inform a community about events and businesses in the immediate area.
- informs the person what is happening
- Yes but I still do not attend.
- This type of sign has made me aware of political information sessions in my neighbourhood, as well as sports events.
- Dates if coming events or sports registrations.



- I never pay attention to these ugly things.
- Sure they do but again, I don't think they should be the only way to get community events out there. There has to be a better way.
- Yes I become aware of what programs are going on
- But I can also find info in my community newsletter if I am interested in something in particular.
- You know when events are happening
- I am driving nit reading those signs
- I see signs on major routes into my home that inform me of what is going on in my community and also adjacent communities, which is not as important.
- I have learned to ignore them and focus on driving, especially in our community where children are running about.
- See previous response.
- I avoid businesses that use signs to advertise
- Yes, for sign up for different community activities I pay attention.
- No. Most signs are advertising for joke businesses that take advantage of desperate people.
- there's are extremely local signs. items like broadcast television and radio do not target a specific community like a sign
- Yes they do, I just wish there was a way to only have community associations use one and business not be able to clutter up the side of the road
- For sure they do...
- I would not be quite as aware about the activities in my community if it weren't for temporary signs on my commute into the community, but I am sure there are alternate ways of raising awareness for those activities other than the distracting signs.
- Yes, I actually do read some of the signs (I can still drive and chew gum), so I do know of the odd flea market at the community centre
- Yes even the cities own information forums are on signs like these, Such as the secondary suites. Stampede breakfasts. Car trunk garage sales. Movies in the community centre, I hate this one and go out for the night because of the volume.
- I think the answer is obvious here.
- There are actually lots of community events that I would have no idea about if not for the signs I had seen.
- art sale, community meetings
- Definitely! I would miss many of our community offerings of it were not for temporary street signs.
- I have attended events due to seeing and reading one these types of signs.
- As explained previously
- I sometimes see them as I travel.
- See previous answer
- I usually ignore them and dont act on them.
- For community information sessions they are very important.

- I spend a lot of time indoors, and I don't go through my community much. It's tough, because I don't think having a website for the community is that effective... It's just a different generation of people who are less invested in doing this kind of work.
- It's often the only way I find out about community events.
- Community events
- Community signs often highlight upcoming events, etc. They are the ones who have the best reason of using them.
- Almost never, you can get the same info and more from the monthly pamphlets.
- But it's never anything I am interested in.
- Yes, the signs work.
- They are short term and advertise when I enter my community or other communities and provide me opportunities that I may not have otherwise known about
- Don't like them
- Sometimes the signs are the only way to find out about something.
- I'm sure with the cost of advertising and the lack of flyers these days, we need to know what might interest us somehow.
- I use other media
- I pay attention to the road not reading while driving
- Already explained on the last question.
- Too tacky. And can read them driving by. They are just a distraction.
- I read my community newsletter which has a lot more detail.
- As mentioned before, I ignore them. I know a lot of my family, friends, and coworkers ignore them too and will do an internet search if interested in a local community group or business.
- Although I do read the community magazines there are times I think "I should do that!" But quickly forget. Signs like these help to remind me there is lots going on in my community. It's nice to know that where I have chosen to live is so vibrant!
- Often prompt me to research additional detail from business/organization websites.
- I do not retain information presented this way.
- I become aware of community event dates and sports registration dates. However, my CA now also emails me community information and if the signs were not there perhaps I would read my community newsletters.
- Community programs signs do
- Too much.
- Community newsletter is more relevant
- Yes, but since I do not have children, it's mostly for city services that I utilize them
- I don't have time to read a full copy of my community paper but when I'm out in my neighborhood, I see the event advertised on a sign and usually attend.
- My community uses a newsletter, which gets thrown away more often than I read it. Signs would be better



- Please see previous answer.
- Registered kid in sport
- The community signs advertise activities going on in the neighbourhood that I would otherwise not know about but I would prefer a different form of communicating this.
- I think this helps increase awareness of community events. I'm in favour of this.
- I've gone to theatre productions, community book and garage sales, used leaf and garbage disposals, taken fitness classes, found my voting station, gotten flu shots...
- I don't feel these signs increase my awareness, just distract.
- To a certain degree yes but they are getting to be way too many
- I see lots of information I wouldn't have otherwise been aware of BUT again I forget about it and only remember the next time I pass by!
- Usually I've already heard from the community association magazine.
- In my community, yes.
- Without the signs, time just slips away and you miss opportunities that you wanted to be involved in
- As I said, they shouldn't be used to tell me about \$1 off \$100 meat, but to pull awareness to community needs and charities.
- They might, but some have been up for so long, it isn't clear if they've changed or if they are even relevant.
- I don't find I have time to read them as I drive by
- I generally don't read them... try to ignore
- No I get my information elsewhere
- I and I suspect many others are being bombarded with information and advertising through multiple channels. Signs reminding me of upcoming meetings are useful to me.
- I only saw one sign about my community clean, but it didn't say the place or time. Not useful.
- Only if community based. No businesses.
- But they are also a distraction
- We frequently have signs about Scouts bottle drives, activities that are available or what's going on in our community. I find it very helpful
- It is huge to have them since most communities have a terrible social media presence or none at all to get messages across to residents.
- You see the message you participate.
- Without signs of this type I would not be as aware of what is going on in the City. I don't watch the news, and I ask that non-addressed mail (flyers) not be delivered to my house. I don't read newspapers, this leaves signage as the best method of getting my attention.
- I don't think they are effective to making me aware of what's going on in my community. Many of the signs are not professionally done and when they are lined up and all over the place you are not able to really read them while you are driving. It takes your eyes off the road trying to figure out what the business is and what it's trying to advertise. Community signs on proper professional signage with the proper large lettering are more informative but honestly still not attractive for the landscape



Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

- Since generally have no interest in what is being advertised, no increase awareness occurs
- I like the notifications of event name and date. Sometimes the location is helpful. I go to the internet for more details.