



# 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.

These three questions asked those of you who identified as having an affiliation with a Not-for-Profit Organization in Calgary to provide your input into the [importance](#) you place on using temporary signs, the [impact](#) to you if limitations were placed on temporary sign usage and other [methods of communication](#) you've used with success to communicate your message.

## Not-for-Profit Organization Importance Question

***How would you describe the importance of using signs to promote your organization's message or event?***

- "Temporary signs are very important because they are very effective and cost efficient."
- They are an effective way to alert our community about the work we are doing and events that are planned.
- Very important as it reaches a wider audience in our community in a timely manner as well as being cost effective.
- extremely important
- Very Important
- They are THE most important way we get our message across.
- allow us to reach a broader audience
- usefull , but we could find other ways to get message out
- We have programs and community events that happen throughout the year and with the disappearance of community bulletin boards there are few means of targetting communication within a certain neighbourhood - the use of temporary signs has been (and we hope will be) a significant tool for sharing info with our neighbours to maximize the impact of our programs.
- Very important. We have found that the signs are very effective.
- 100% important. We have to get a permit so our signs are up and down promptly.
- Helps community know about events/ ESL classes that they would not know about otherwise
- Very important
- the best way to promote events .. tried paper, online, and absolutely no results

- Extremely important! At our Art Shows we greet every guest and ask them how they heard about our show. 80% of those polled mention the temporary signs.
- VERY IMPORTANT. This is the most economical method of advertising for non profit groups with small budgets. They are responsible for the majority to customers coming through the door.
- We have tried several ways of promoting our free ESL classes, Immigrant Employment Classes, and Citizenship test-preparation classes. The temporary signs is by far the best way to promote our classes. They are clean, in good repair, and very effective. Every time we use temporary signs to promote classes, there are a dozen or more first-time students in the classes from the neighbourhood.
- Very important
- Highly important
- Extremely important for raising funds through event awareness.
- Very important as the signs are needed to direct interested people to an event. It has been my experience by surveying attendees at my events that the temporary signs are more effective then adds in the paper and in social media.
- Necessity!
- Hugely important. The existence of our club (100 members) depends on revenue from our shows. We do surveys each show to see how people found out about our shows and over 50% indicate it is from the signage of overhead signs, magnetic signs and sandwich board signs.
- Very important.
- Very important.
- Signs are the most important tool in advertising our one day events.
- Extremely important. In a crowded landscape with social media commanding attention, this is by far the best way for my NFP to get it's message out.
- As said earlier we have had enrolment in our Preschool because of the temporary signage at registration time.
- Extremely important it is one of the most effective and affordable methods of promotion other than Social Media.
- Very important. It is affordable for us to advertise in this manner and the signage get s attention.
- VERY IMPORTANT. Temporary signage is one of the key ways in which to advertise and promote our organization's events, and there have been very heavy restrictions placed on us for no valid reason. As a result, we currently are not able to get permits approved for signage for any of our events, and we feel heavily discriminated against.
- Very, very mportant! It reaches out to people only twice a year....art shows.
- High
- Important
- As a senior's non profit organization it is an efficient way to inform the community of our events.
- Very- reminders of important events and dates
- Pretty important

- We never use them.
- When surveyed 9 out of 10 people respond to the sidewalk signs over email and postage invitations. This is the best way for our organization to invite Calgarians to our events
- Very important
- n/a
- They are only there for a limited time, they are a great way to advertise for upcoming community events!
- could be helpful but not currently used.
- I don't believe they are effective for a business
- Only for events.
- Huge it brings people in.
- N/A. I use other methods
- These signs are critical for community organizations and offer a public service of letting community members understand what events are going on in their community.
- It is critical to the success of the events I host to notify customers of the event location
- Incredibly important. See previous answer.
- Highly!!! Again, it allows for out of area visitors, and community residents to view and be reminded of what's happening!!
- Critical. The number one selection on our annual survey that people say creates awareness about our business.
- I think we are over run by social media these days, it's nice to see a simple sign so display or highlight messages or events in the community to help create a sense of unity or togetherness.
- Important as funds are limited and the signs allow for cost effective community advertising
- Crucial . We often use out of the way venues like community association buildings or churches that are not on main streets. These locations are unfamiliar to our audience travelling from across the city.
- We don't use them
- "Extremely important to engage our community and make the community aware of programs/events/community information.
- In fact, when we do not place a sign for an event, we receive feedback from community members - ""but there was no sign""
- One of the main ways that we advertise due to high visibility and inexpensive.
- With a lower budget only a small portion of the budget can be allocated to advertising. Signage gets the message out to many people quickly and by being environmentally responsible.
- High importance. We have 2 events a year and our surveys show that road signs are a big contributor to client participation
- Very Important form of communication
- Very important as it is our only communication to the entire community to let them know what is happening at our business.

- Very important has it has high results and is inexpensive.
- We use them 4-5 times a year, and find them to be a good, cost effective way to promote our events. Our members are used to keeping an eye open for them to know when registration is open.
- slightly important due to cost effectiveness
- Necessary for ongoing success
- We do not temporary signs because we care about how our city looks.
- that's where i disagree with the executive director of the [personal information removed]. she relies on them; i a director and i think this is a lazy crutch.
- Critical as we have zero dollars for advertising. We need community support and this is the best way to create awareness.
- They help us attract more members to the Barbershop Singing organization I belong to by alerting people to special events (special membership drive nights) we have once or twice a year.
- It's very important because it lets people know what is going on.
- Very important for events and recruiting.
- Very important
- It is very important for the ordinary person to know about events that are coming up.
- Very necessary
- Very important and we are a very important part community hub for communities in our catchment area.
- I think having the opportunity to promote community based activities is valuable
- Temporary signs have been a great way to advertise and promote our community's events, programs and activities for our residents.
- Fairly important
- Important but should be kept to outlet property
- We use them infrequently as we have our own lighted signs but they are useful for location based events and community awareness activities
- I work for a non profit and we don't use these signs. We use social media, advertising, and branding.
- Of absolute importance. One can argue that other methods of promotion are available, but none reach all demographics like temporary signs do.
- it economically targets a specific area for the organization
- It is very important for us to advertise for youth sport participants. We've seen an increase of 15% in registration this year, during a recession. This is remarkable and partly due to the marketing we do for our sport. Having more kids in sports builds strong and healthy communities.
- Signs are important for communicating our events and important dates. Not all residents are on social media and residents have come to expect that those signs will share important information on a regular and timely basis.
- Not important. Our organization is a historical niche market. At this point we do no use temporary signage to promote our programming.



# Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

- It is very important. It is cost effective and gets the most important information out quickly. There does not need to be much information on a sign - just the name, age group and start. People can google the rest.
- "somewhat important"
- I represent several of the last categories and signs are the most effective for us to advertise. Without the ability to put up temporary signs our programming and organization\ small business\ non-profit would all be significantly impacted negatively.
- It's a low cost way of advertising for a non-profit. Important for our events, but we don't use them to advertise outside of events.
- Very high especially if it is a one or 2 day event in a neighbourhood. Directional signs are important while the event is going on especially for Calgarians not familiar with the neighbourhood.
- My children's preschool uses signs to advertise events like registration night and open house. These signs reach a lot of people, and give them a "heads up" about our timelines and events.
- Very important it advertises directly to the communities where programs are held
- Significantly important.
- None at all.
- It is very important to make people in the surrounding aware of what there is in the community.
- Essential. It's the only advertising we use
- It is very important for us as it allows us to advertise an annual event that we have to a very large segment of the public. It is a very cost effective way of doing this. We have tried other methods since the city ruled that not-for-profit cannot put signs on city property but have found it very expensive and not nearly as effective.
- n/a
- it's very important and it's a best way and cheap way to advertise
- High
- I wouldn't say they are exceptionally important - they are one piece of our marketing puzzle.
- It's a reminder to sign up and it's how we let the community know we exist
- The temporary signs are imperative to our groups for registration purposes. Even though we use all areas of social media the signs are still the best form of advertising registrations. Bottom Line - THEY WORK!!
- Critical to our organization's partnership with communities and with our Brand.
- Extremely. We see a significant increase in registrations after the signs have been deployed.
- When operating on a <\$5,000 advertising budget per year, it's important to have affordable options to reach potential customers.
- Very important
- It is the only marketing we do for annual registration for youth softball.
- Very important. See reasons given in reply to previous questions on this survey.

## Not-for-Profit Organization Impact Question

***If limitations were placed on the number of mobile signs that a Not-for-Profit Group could use, or where they could be placed, what impact would this have on the organization? Please explain your response in the box below.***

- "Other forms of media are costly and not effective. Most people avoid reading flyers and newspapers. Web based advertising is by search request and doesn't reach all the interested parties.
- The City must realize how important temporary signage is as i see signs for city events and notices everywhere."
- A number of people in our area would never know the event was happening if we did not have the ability to advertise on a temporary sign.
- Our church has used signs in the past and have been effective. The difference of attendance in events when signs are up and when they are not is remarkable
- It would depend on the limitations, but potentially very large impact. If the limit is a max of say 2 signs at a time, with a gap of at least a month between signs for example, that would limit usage but have little or no impact ... however if the limit was to be 1 sign / year then that would have huge negative impact for an organization.
- In the past, new membership has been achieved
- We use mobile signs to advertise class term starts
- there are some locations that don't generate any response and they are wasted ... With limited number of signs at certain period of time it is possible to have regulated effective advertising and make everybody happy
- "Most of our guests come because they have seen the temporary signs.
- We of course do other advertising but this is the most effective."
- Certainly less immigrants would become aware of the free ESL classes, Immigrant Employment Classes, and Citizenship test-preparation classes offered at a church building in our neighbourhood. We have tried several ways of promoting these classes. Temporary signs are the best way to promote our classes. They are clean, in good repair, and very effective. Every time we use temporary signs to promote classes, there are a dozen or more first-time students in the classes from the neighbourhood. When our programming is all functioning, about 200 neighbourhood immigrants attend each week. Without the temporary signage to promote classes, I guess we would have far less students receiving practical settlement help, less opportunities to connect with Canadian-born and foreign-born neighbours, and fewer immigrants gaining a stronger sense of belonging.
- I believe signs are as good as how well the programs are at the end of the day. If people come in for a certain activity and the activity itself is not well planned, or not needed as far as the people are concerned, they will not last too long anyways. I believe word-of-mouth advertising is even more important to bring in the right clients for our services. The signs are only an initial drawing method.
- We advertise to the community our event is in, please don't limit that



- The temporary signs need to be placed at strategic locations that bylaws probably won't be able to define with any meaning.
- We need magnetic signs on fairly busy streets close to our event like 14th St. NW. It has lots of traffic and is not a high speed road. We need signage on local neighbourhood roads to draw in customers from surrounding districts and we use small directional signs (put up for the day only). So, customers can find their location quickly.
- "This would have significant impact.
- Most of our clients ,see the signs for our art shows and they come in."
- If we cannot use signs to advertise our events, we won't get enough people to attend. Our group won't be viable.
- It would have a significant impact as we have limited budgets to advertise and this is by far the most cost effective and efficient way to advertise.
- Limitations are probably a good thing then we are not saturated with signs
- We have already had extremely significant limitations placed on the signage that we are allowed to use, we basically can't put up any signage about anything, because we are a church and are no longer able to get permits approved for any of our events.
- We count on these signs to inform public.
- It would impact the number of people who read the signs and would attend activities
- We only use about 4 or 5 a year
- as we do not use mobile/temporary signage as part of our business model, it would not impact us at all.
- Sometimes this is the only way we have to advertise the event.
- This would be a terrible move! Do not limit the numbers!
- At this time we don't use them as the expense is prohibitive.
- It already has hurt us where we can place our signs. If it gets more. Then there is not much hope for us.
- My events would be a failure and that would disappoint many vendors and customers
- This is discrimination, period. It makes no sense whatsoever to target not for profits with these extra rules.
- Not for profit, or not, it is a matter of being supported by a larger body. A 2 week span advertising an event can have a huge impact. One knows that signage is only a portion of marketing, but if controlled in location, and time frame, is very helpful to both the event and the city as a whole.. It draws people to new locations they may have never yet discovered!
- Critical. The number one selection on our annual survey that people say creates awareness about our business.
- "We need to take into account where the signs are being placed and make sure they aren't too invasive to other properties or companies. Not-for-Profit groups are important to the city and need local support and Calgarians like to support important causes.
- Having appropriate restrictions are acceptable.
- We already use permits and abide by usage regulations.

- Key roads for with access to many people is an asset. Some groups are location based to not being able to put a signage up close to home would be detrimental. Having to compete for space with for profit businesses would really hurt as well.
- We would like minimum of 2 and max of 4 (quadrants of city)
- You are currently limited to the number of signs you place and the number of times per year you place the signs
- would have to fund other cost effective ways to get our message out
- that;s where we might see the cream rise. too many non profits anyway.
- We don't need a lot of signage but we do need enough so that if you drive by and miss what it said, there would be another one on the next corner.
- I have to say "some" because there are already limitations. If more limitations are implemented that hinder placement of the few signs we currently use, it would have "some" impact but I can't say how much.
- Because your current policy does not allow a church to place signs on city property.
- depends on how severe the limits
- The temporary signs are vital for promotion of our programs and activities to our member communities
- "Would have to rely on media or word of mouth."
- Our membership growth has been dependent on these signs
- We are a not-for-profit business, but also a community organization so this would have a significant impact on how we get word out regarding our events, programs and activities.
- Our residents have come to rely on the signs for valuable information. We attempt to use these signs prudently and judiciously so as not to waste our message power.
- depends on each organization and how much they use the signage to drive their exposure.
- people make decisions online- road signs are dinosaurs
- I have involved with both a community association and an arts group. While it is quite easy for a community group to get a permit to put up a sign, it is almost impossible for our non-profit arts group. It seems very unfair.
- It's a big city, so if our signs were spread out, that would be better.
- I don't think limiting # or where should be placed but limiting how long they can stay should be.
- As far as I can tell, there are already limitations, so I'm not quite sure what the difference is proposed.
- The signs are one of best non word of moth choices for advertising as it provides the best results
- "We ask our guests how they find out about our events and there is a high percentage that indicate that they saw a ""road sign"" and decided to drop in."
- Wouldn't and don't use them so its irrelevant.
- That is the easiest and cheapest way to advertise.
- There would be an increased cost to advertise. Meaning we would have to increase fees in order to let the communities know about our programs.



- We would want our signs to be where they would best be seen by the demographic that we are targeting so not want to place them in out-of-the-way spot. Also, the cost of the signs limits how many we would use so the number that we are allowed would not be as important.
- N/A
- then how we going to say what we do
- Would probably modify own sign to advertise events. Thinking of doing this anyway.
- I believe that we currently only use these signs for one event per year, so it would not have an enormous impact on us.
- We need to advertise in all our communities so if we missed a community because of a limit then that would affect the number of new members we would get.
- Our groups have several communities where they need to advertise in order to remind parents of registration. Our sport is Fastpitch/Softball and our registration begins in January - not everyone is thinking of spring sports in January when it is cold and snowing. With the kids or parents seeing the signs and websites advertised registration is done easily and quickly.
- We have a sign up in each community. I fear that restrictions would require a lot of red tape (i.e. taxpayer dollars) to manage.
- We have found that the more signs we have the higher our registration. An overall limit does not make sense. A limit within a certain space would make sense. For example only one sign within 500 m of the same sign.
- We have only been researching this option as of recently, so we wouldn't know any better of new rules came into place. Hopefully any new rules would still encourage the use of temporary signs.
- I feel the should be placed near the location of the organization
- We put out 10 signs for 4 weeks in the west side of Calgary. I don't think that is excessive.
- "This is difficult to answer as it depends on the specific limitations.
- Numbers: If an organization is limited to one sign every 5 years, that would have a severe negative impact. If an organization were limited to 3 or 4 a year, that would be just fine. In our case 2 per year would be wonderful.
- Location: If locations are permitted in medium high traffic areas and at key entrances to communities, that would be fine. If they are restricted to side streets, they would be useless.
- Cost: If the price increases, that would have a severe negative impact. As explained in one of the previous sections, the temporary signs are one of the few affordable, effective ways of communicating with residents of a community within the City."

### Not-for-Profit Alternative Methods of Communication Question

***Have you tried methods, other than signs, that were successful to communicate a message or promote an event for your organization?***

- Community news letters, flyers, radio advertising, church bulletins

- Suburban Journals - Community Newsletters - radio
- We use community newsletters and they have limited success in getting the message out as only a select few read these newsletters.
- "Facebook and other social media. Have not find it overly effective.
- Flyers but these are expensive and a waste of natural resources"
- newsletter, flyers, website, twitter facebook, letters
- social media. community signs allows us to reach an audience who does not engage on social media like young children, immigrants, seniors and so on
- Signs were displayed in five locations throughout the city. It has been the only effective way to reach or goals.
- Email, postcard mail outs, bookmarks, bridge banners, Facebook, Kijiji, swerve, newsletters, word of mouth, etc
- Website, email, flyers, word-of-mouth, in-class
- paper. online, flyers, nothing worked like these signs
- magazine advertising, community association newsletter advertising, bridge banners
- social media, email campaigns
- Word-of-mouth is very effective. Temporary signs are second most effective. Paper flyers are least effective.
- Word-of-mouth, door-to-door pamphlet distribution / parking lot distribution. the last one can be a bit of an annoyance for motorists though.
- Email
- Newspapers and Social Media, but the temporary signs seem to be the most effective.
- They don't work as well
- We use Facebook, send out e-mails and have a mailing list. Non are as effective as signage.
- We advertise via Facebook and email.
- Word of mouth, e-mail invitations, mailed out invitations, posters, bookmarks
- We tried mailings and emails. they are a fraction of effectiveness as signs.
- We attempted over the course of 2 years, to do flyers in our neighbourhood (Spruce Cliff does not have a monthly newsletter). It was a waste of resources and time as the flyers were never indicated as how someone heard about our event.
- We've advertised in the community newsletters and of course on our website. We've had feedback that the temporary signage had more enrollments than the newsletters, as the newsletters seemed to find the recycle bin quickly and the advertising was missed!
- Community Newsletter
- We placed ads in the Calgary Metro, we used social media, and we promoted via a printed invitation.
- "Mail out.....not too productive, getting expensive.
- Email....able to reach out to returning patrons.
- Signs....to reach general public."

- "mail
- door knockers
- web
- newspaper"
- Overpass banners, community newsletters, email outs
- Swerve, community fliers, mail and e mail
- Community newsletters
- social media, poster and bulletin boards
- digital communication is the most effective form of communication for our organization
- "postal
- email
- posters
- community newsletters and newspaper
- word of mouth
- invitations"
- We are presently advertising in the newspaper, but as the show is in late October we don't know the outcome yet.
- radio, social media, newspapers
- Community reviews, posters at shopping centres.
- Social media kijiji banners at the event
- Community news, coffee news, medical tv ads, social media
- all types that are affordable
- Email. Social media. Community papers. Other org newsletters.
- Website, Facebook, meetup, emails, Twitter
- "1. Fliers drops have been tried which take many volunteer hours to distribute and some people dislike any fliers. 2. Advertising in community papers has also been looked into 3. Have not used social media, and there is little interest in using social media for this purpose."
- Print media, social media, Metro, community bulletin boards
- We have tried numerous other options, spending lots of money, and nothing had proven to be successful.
- all social media, handouts, and by vendors involved, word of mouth is vital
- website, advertising (print, radio), posters, handbills, public events, internet listings, interviews, ticket giveaways
- Kijiji, social media
- Community newsletter, social media, email newsletters, website
- Member newsletters, FB, radio community calendars. As I mentioned, we principally use street signs to help guide our audience to an unfamiliar venue.
- Print, radio, social media
- "Email, website, social media.



# Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

- These are very effective, but still do not reach all interested community members."
- LRT stations, unaddressed admail
- Email, posters, free advertising
- social media and facebook ads
- Community news paper
- We've tried using facebook ads. It is effective with some, but since our membership is mostly seniors, they're not all on facebook.
- facebook, websites, event listings, print ads, postcards, flyers
- Mail cards, email, online ads
- Internet and social media.
- social works. paid electronics. there are options for those that seek them out.
- On our website, free promotional tv spots when they're advertising community events especially at Christmas.
- Radio advertising and advertising on Calgary City transit - both inside and outside signage.
- We use flyers and email
- Overpass banners, flyers
- "Electronic mailing list,
- Community newsletters"
- Social media does work but not for the older generation. Signs posted for no more than two weeks before the event would be very helpful. Now we only put out sandwich boards on the day of the event.
- Trying community bill boards
- community based literature, website, social media, but the signage also has a great impact.
- "E-mail lists
- Community newsletters
- Website & Facebook Page"
- Community news
- Radio, print, pull up banners, booths, community outreach, mail drops.
- Social media
- Facebook, Twitter, emails, posters, flyers. None are as effective as bold signs.
- community news letters, school pamphlets
- We use social media, word of mouth and flyers for players to hand out at schools. Some schools decline because our sport is predominantly female. Signs have wide reach for low cost and is good payoff for our fundraiser dollars.
- Our website, and facebook, program guides
- Social media
- Adverts
- online forums
- "Google



# Temporary Signs Review

Stakeholder Report Back: What we Heard, Verbatim Comments

February 13, 2017

- Advertising in Calgary's Child"
- Community Newsletter, Radio, newspaper and other publications, postal service flyer
- online, such as facebook is good. We use newspapers, but it's very expensive and signs would be a better alternative.
- Facebook, emails, postings,
- Advertising in Calgary's CHild magazine and local community newspapers.
- Community newsletters, schools but not anymore because they have refused the literature as paper waste. Of course internet but that is usually secondary
- Emails, Facebook, free websites, some mailed invitations.
- Press releases, media events, advertising, social media, etc.
- I have used flyers , bronsures ,the radio
- We have tried community newsletters but they are cost prohibitive as our soccer programs are advertised in over 10 communities.
- This year, because we could not use roadside signs, we put ads in community newsletters, but got very little response from them. Other years, when we were able to use roadside signs, we got a very good response. We also tried putting up posters but found they did not give us any responses.
- N/A
- door to door delivery its very hard and time consuming and cost a lots
- "private owner lawn signs.
- internet ads.
- Website Facebook community newsletter posters
- We use a variety of channels to promote our events: bridge banners, social media, newspaper ads, community newsletter ads, etc.
- We advertise in the community newsletters, but not everyone reads them and not every community has a newsletter. Mail flyers but the signs are cheaper.
- Newsletters, digital media marketing, and such
- Our groups advertise in the community newsletters, schools, Facebook, websites etc. Nothing does what a sign on the side of the road does. The majority of our registrations come directly from road signs.
- Social Media, community newsletters.
- Community newsletters, facebook, direct email.
- Digital ads
- Newsletters are very expensive and not many people read them anymore.