Phase 1 What We Heard Summary

Engage Design Team (EDT)

The EDT was established to the answer the question: "How do we have the most effective conversation possible about the Crowchild Trail Corridor Study?" The EDT participated in three engagement design workshops held in March of 2015.

The EDT was made up of a team of 18 individuals committed to developing a process to engage the community on the Crowchild Study. Participants were either nominated by adjacent Community Associations or selected randomly through a city-wide application and recruitment process. Together the team represented diverse perspectives including neighbouring communities, the broader community of Calgary, differing socio-demographics and different types of Crowchild Trail users.

The EDT identified that within each iterative phase of engagement there are certain tasks that need to be accomplished:

Tell the Story & Create Awareness		
How do we let people know about the opportunity to participate? And, how do we equip them with the information they need to participate meaningfully?		
Gather Ideas & Understand Concerns	**Refine Ideas**	**Confirm Ideas & Report on Results**
Collect everyone's concerns and ideas for/ about Crowchild Trail.	Narrow the large number of ideas generated by stakeholders into a smaller set of ideas to further develop and work with.	Check back and confirm that what we think we have heard from the community is correct.

Crowchild Trail Corridor Study
Phase 2: Define Project Goals

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

Information the planning team will need for their work:
- Concerns about Crowchild today
- Definitions of success for the Crowchild study
- Factors to prioritize when evaluating options for Crowchild

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

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

	Engagement Task: Inform Get people informed about Crowchild Trail, the Study and opportunities to get involved.	**Engagement Task: Listen & Ideate** Generate an understanding of Crowchild Trail, including key issues stakeholders face today and how what they would identify as key goals for the Study.	**Engagement Task: Consolidate & Distil** Present a short-list of potential goals for the Crowchild Trail Corridor Study and obtain feedback on these, including a sense of priority amongst them.	**Engagement Task –** **Vet & Validate:** Present a proposed set of goals for the Crowchild Trail Corridor Study and obtain feedback on the level of agreement with these.
Type of tool: Online	- Online library → - This will grow and evolve over the course of the entire project - Expert panel → – focusing on the key facts about Crowchild - This can evolve over time and reflect the current process phase. - Direct email to all identified stakeholders (including special interest groups)	- Online questionnaire - Online mapping - Social media campaign: Share your commute.	- Online questionnaire - Online panel - Online mapping - Expert panel - Blending the technical experts and the experiential experts (focus groups)	- Online questionnaire - Online panel - Expert panel - Blending the technical experts and the experiential experts (focus groups)
Type of tool: In situ	Sandwich Boards	- Engagement Vehicle - Sounding Boards - Spray chalk with information and direction to share your input	Engagement Vehicle	
Type of tool: Face to Face/Ear to Ear	Meetings with Community Associations	- Open House for adjacent communities with walking tour and presentation components - Councilor attendance if possible - Focus groups - Stakeholders with direct experience with Crowchild Trail - Door-to-door kit for CA's to download, should they wish to use volunteer time and circulate the invitation to residents and businesses participate in this fashion.	Mobile shop front: Move to a number of locations to access a diversity of stakeholders	- Sample survey - Attendance at community events - Open House for adjacent communities
Type of tool: Other	- Infographic, capturing key information about Crowchild Trail today - Community newsletters, in order to notify communities of the Study early			