

West Eau Claire Park & Public Realm Plan

Engagement + Communications Plan

**Revised
August 1, 2014**

Summary

The City of Calgary is developing a plan for the West Eau Claire Park and adjacent public realm. The project goal is to develop a comprehensive plan that will enhance the public realm to create a more liveable, caring and thriving place.

This document describes engagement objectives, the approach, activities, communication tactics and timing that will be used to implement the public participation process, and enable stakeholders, residents, park users, and adjacent property owners and businesses to provide input on the plan.

Objectives

The objectives of the engagement process are to:

- Engage stakeholders to generate input and support for the plan.
- Provide opportunities for involvement that are convenient and accessible.
- Gather input that supports transparent project decision-making.
- Listen to, analyze and carefully consider all input to ensure that everyone is heard.
- Develop design solutions that reflect community needs.
- Provide a clear rationale if input cannot be accommodated.

Engagement will be undertaken in 3 engagement periods, as follows:

1. Project Notification + Design Issues / Aspirations

July - August 2014

Objective: To create project awareness and seek stakeholder input on design issues and aspirations.

Promise: We will ask you to tell us what is working and what is not, and to describe your aspirations for the area. We will use this information to complete a Site Analysis Report and inform the development of a vision, guiding principles, and design alternatives.

2. Concept Vision + Design Priorities

September – October 2014

Objective: To present previous concepts and design alternatives, and seek community feedback on preferred elements and priorities.

Promise: We will confirm the design direction for the site with you by asking for input on what you like and do not like about the concept and what your priorities are. We will use this information to refine and finalize the concept. While we may not be able to respond to all concerns for safety, financial or design reasons, we will develop a concept that is consistent with your design direction.

3. Final Concept

November 2014

Objective: To present the final concept and confirm that the concept is consistent with the vision, guiding principles, and other design direction.

Promise: We will check with you to confirm that the final concept is consistent with the design direction you provided. We will listen to your input and make minor design adjustments, as required.

Engagement Activities:

- On-line map tool
- Sounding boards
- On-site posters
- Pop-up information table
- Walking tour

- Stakeholder workshops
- Stakeholder review meeting
- Public information sessions (x2)
- Comment forms

Communication Tactics:

- Project webpage
- Project notification
- Bold signs
- Community mailouts
- Community newsletter
- Community posters
- Take-away cards
- Events
- Paid advertising
- Design workbook
- Social media
- “What We Heard” Reports

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1 Background

The Centre City Plan, approved in 2007, provides a new vision for the Centre City as a liveable, caring and thriving place. The plan identifies enhancements to the public realm as a priority.

The West Eau Claire Park & Public Realm Plan (the Plan) will build on the vision developed in the Centre City Plan for the Eau Claire neighbourhood. The Plan will identify a clear vision and principles to guide the design, provide a public realm concept plan, and prioritize improvements. The Plan will be developed in three phases, each with specific tasks.

1.1 Objectives

The objectives of the engagement process are to:

- Engage stakeholders to generate input and support for the plan.
- Provide opportunities for involvement that are convenient and accessible.
- Gather input that supports transparent project decision-making.
- Listen to, analyze and carefully consider all input to ensure that everyone is heard.
- Develop design solutions that reflect community needs.
- Provide a clear rationale if input cannot be accommodated.

1.2 Engagement Context

Effective public engagement provides opportunities for participation that are meaningful to the public and that support project outcomes. For successful engagement, the activities contained in this plan address the following considerations:

Decision: To develop a comprehensive plan for the West Eau Claire Park and public realm.

Decision-Maker: Centre City Planning & Implementation

Purpose of Engagement: To inform internal and external stakeholders of the project, to identify user needs and share information about previous design concepts, to confirm that the design incorporates input received, and to work with stakeholders to prioritize elements of the Plan.

Definition of Success

- The community engagement process will provide a diversity of perspectives from neighbours, park users, and stakeholder groups.
- Input is gathered that can directly support project decisions.
- The Plan supports implementation of the Centre City Plan.

History of Engagement

- Public engagement activities as part of the development of the Centre City Plan.

Considerations

1. Consistency with The City of Calgary's *engage!* Policy.
2. The Customer Service + Communications (CSC) Business Unit is responsible for most communications aspects of City-led projects. CSC responsibilities include:
 - Administering the project webpage.
 - Developing and communicating project key messages.
 - Responding to enquires from the public and the media.

- Managing all social media aspects for project communication.
3. Potential for engagement fatigue and/or “tune out” given level of development in the area over the past five years.
 4. The need to engage different user groups in order to fully understand uses and hear from a variety of user perspectives.
 5. A large proportion of park users live elsewhere.
 6. The need to manage public expectations and understanding of previous concepts.

Opportunities

1. Well-used locations that could be used for onsite and in-person engagement activities include:
 - Peace Bridge approach
 - Eau Claire Plaza
 - Rest nodes along the Bow River regional pathway
2. Several festivals are planned in the area. Events include:
 - Taste of Calgary, Eau Claire Plaza (August 14-17, 2014)
 - Expo Latino, Prince’s Island Park (August 22-24, 2014)
 - BBQ on the Bow, Eau Claire Plaza (August 29-31, 2014)
 - Farmer’s Market, Eau Claire Plaza (Every Tuesday until September 2, 2014)
 - Pop-up Picnic, Downtown Calgary – different locations (Every second Wednesday June through August, 2014)
(Event that is the timeliest is the Farmer’s Market)
3. The Eau Claire Community Association (ECCA) newsletter, the ECCA, can be used to share information about the project, and notify of opportunities for involvement.
 - Hardcopies are distributed to each condo building in Eau Claire and PDF version is available on the ECCA website.
 - The newsletter is published five times a year: February, April, June, October and December. The October edition would be an opportunity to advertise stage 2 and 3 of engagement process.
 - Submission deadline is 10 days before the month of publication.

1.3 Stakeholder Audience

Internal and external stakeholder audiences are outlined below in **Table 1** and **Table 2** based on levels of interest, involvement, and potential for impact in the project.

Table 1. Internal Stakeholders			
Stakeholder	Interest	Involvement	Potential Issues/Opportunities
Ward 7 Councillor - Druh Farrell Ward 8 Councillor – Evan Wolley (Adjacent Ward)	Medium-High	General awareness of project progress	<ul style="list-style-type: none"> The project team supports and helps the Councillor prepare for responding to public requests or to in attending public events/meetings Leverage social media network to communicate about events
Centre City Team and Land Use Planning + Policy (LUPP)	High	Review and comment on design concepts	<ul style="list-style-type: none"> Ensure the Plan is consistent with the City Centre Plan and Eau Claire Area Redevelopment Plan (ARP)
City of Calgary Parks	High	Review and comment on design concepts	<ul style="list-style-type: none"> Park and pathways maintenance
City of Calgary Transportation Planning and/or Roads	Medium	Review and comment on design concepts	<ul style="list-style-type: none"> Road maintenance Design of road terminus
Calgary Transit	Medium	Review and comment on design concepts	<ul style="list-style-type: none"> Safety of the intersection of C-Train tracks and 4 Avenue SW Bus stop design requirements
City of Calgary Water Resources	Medium	Review and comment on design concepts	<ul style="list-style-type: none"> Riparian areas and stormwater considerations
City of Calgary Public Art Board	Medium-High	Review and comment on design concepts	<ul style="list-style-type: none"> Better integration of public art in public realm
Customer Service + Communications (CSC)	High	Provide the majority of communication services for the project	<ul style="list-style-type: none"> Timely coordination for use of social media Document size management for renderings and concepts
Calgary Fire Department	Medium-High	Review and comment on design concepts	<ul style="list-style-type: none"> Access to river boat launch
Helipad Operators	Medium-High	Review and comment on design concepts	<ul style="list-style-type: none"> Helipad safety requirements

Table 2. External Stakeholders			
Stakeholder	Interest	Involvement	Potential Issues/Opportunities
Eau Claire Community Association (ECCA)	High	Active participant in projects that may impact/benefit the community	<ul style="list-style-type: none"> May expect a 'design veto' as the CA Expect active engagement as the CA Will seek design solutions that create a positive amenity for the community
Utility Owners (Enmax, Shaw)	Medium	Review existing utilities to understand how utilities may impact development	<ul style="list-style-type: none"> Utility access, maintenance, and upgrade requirements
Eau Claire YMCA	Medium-High	Community services adjacent to Eau Claire Plaza	<ul style="list-style-type: none"> Connect with community and youth

Table 2. External Stakeholders			
Stakeholder	Interest	Involvement	Potential Issues/Opportunities
Bike Calgary	Medium	General interest in a better cycling network	<ul style="list-style-type: none"> Consider specific cyclist needs and concerns
Downtown Calgary Business Association	Low-Medium	Inform adjacent businesses and provide input	<ul style="list-style-type: none"> General interest in site redevelopment to create a safer, more vibrant space
Kids & Company	Medium-High	Day care adjacent to the Eau Claire Plaza	<ul style="list-style-type: none"> Eau Claire Plaza is well-used by children and child care centres
Calgary River Valleys	Medium-High	General interest in the development of a sustainable river valley system	<ul style="list-style-type: none"> CRV has been involved in the development of the Urban Park Master Plan
Tourism Calgary	Low	General interest in making Calgary a competitive tourism destination	<ul style="list-style-type: none"> Consider visitor needs
Developers: <ul style="list-style-type: none"> Harvard Developments Inc. bclMC and GWL Realty Advisors Concord Pacific 	Medium-High	Development projects adjacent to study area	<ul style="list-style-type: none"> Design vision conflicts
Underground Parking Owner/Operator	Medium-High	Underground parking adjacent/within the park (exact location to be confirmed)	<ul style="list-style-type: none"> Underground parking design constraints
Neighbourhood Residents	Medium-High	User group	<ul style="list-style-type: none"> May have specific amenity needs May have conflicts with users living elsewhere
Park Users	Medium-High	User group	<ul style="list-style-type: none"> May have specific amenity needs

2 Approach

An integrated engagement and communication approach will be followed to create multiple entry points for the public into the conversation about the West Eau Claire Park & Public Realm Plan.

Implementing this approach requires engagement activities and communication tactics that will:

- Reach a broad cross-section of site users, including neighbourhood residents, park and pathway users.
- Provide convenient opportunities for participation that reach people where they are.
- Confirm and refine a vision, guiding principles, and design concept.
- Gather input on priorities.

Engagement and communication is undertaken in accordance with The City of Calgary *engage!* Policy. Engagement activities and communication tactics correspond to the level of engagement along The City engagement spectrum. This spectrum allows for levels of engagement to vary through each project phase, and be tailored to different stakeholder audiences. The spectrum of engagement is shown in Figure 1.

INFORM / COMMUNICATE				
<p>The City will provide context and background information (for all levels of engagement) to assist citizens and stakeholders in understanding issues, problems, alternatives and / or solutions, and services we provide. Our commitment is to:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Provide information that is timely, accurate, balanced, objective, and easily understood. <input type="checkbox"/> Respond to questions for clarification and direct citizens and stakeholders to sources of additional information. <input type="checkbox"/> Share with stakeholders what we heard from them. <input type="checkbox"/> Share with stakeholders if the input cannot be used in making the decision and the reasoning for why it may not be used. <input type="checkbox"/> Share how the input was factored into the decision. 				
Strategy	Listen & Learn	Consult	Collaborate	Empower
	Stakeholders and The City listen to and learn about each others' views, plans, concerns, and expectations.	Stakeholders' feedback is obtained through consultation to analyze issues and build alternatives, and thereby make contributions to the decision-making process. Consulting with stakeholders ensures issues and concerns are understood and considered.	Stakeholders are considered partners in the decision-making process, including collaboration on analyzing issues, building alternatives, identifying preferred solutions and making recommendations.	Aspects of the decision-making process are delegated to stakeholders.
Promise	We will listen to stakeholders and learn about their plans, views, issues, concerns and expectations and ideas	We will consult with stakeholders to obtain feedback and ensure their input is considered and incorporated to the maximum extent possible. We undertake to advise how consultation impacted the decisions and outcomes.	We will partner with stakeholders in a process that results in joint recommendations. We undertake to advise how collaboration impacted decision making.	Where legislation permits, we will abide with the decisions made under delegated authority. Where legislation precludes making such a commitment in advance, we undertake to be guided by the outcome.

Figure 1. The City of Calgary Engagement Spectrum

2.1 Listen + Learn, and Consult

In accordance with *engage!*, the proposed engagement activities correspond to the level of participation by stakeholder for each key project decision. Key project decisions are briefly described, and a summary of engagement activities is then presented in **Table 3**.

Key project decisions:

Task 1.0 – Site Analysis: To prepare and approve the Engagement Plan, develop a vision and guiding principles, and prepare a Site Analysis Report.

Task 2.0 – Public Realm Concept: To review previous concepts, develop design alternatives, and prepare a draft public realm concept.

Task 3.0 – Final Concept Report: To prepare a final public realm concept and report, including list of priorities.

Table 3. Engagement Summary						
Stakeholders		Level of Participation + Corresponding Engagement Activities				
Task 1.0		Task 2.0		Task 3.0		
Ward 7 and 8 Councillor's Office	Listen + Learn	<ul style="list-style-type: none">Email / meeting to provide updates	Listen + Learn	<ul style="list-style-type: none">Email / meeting to provide updates	Listen + Learn	<ul style="list-style-type: none">Email / meeting to provide updates
Calgary Business Units	Consult	<ul style="list-style-type: none">Walking tourStakeholder workshop	Consult	<ul style="list-style-type: none">Stakeholder workshop		<ul style="list-style-type: none">Stakeholder review meeting
Eau Claire Community Association (ECCA)						
Utility Owners						
Eau Claire YMCA						
Developers						
Kids & Company						
Calgary River Valleys						
Underground Parking Owner/Operator						
Neighbourhood Residents						
Park users						
Tourism Calgary	Listen + Learn	<ul style="list-style-type: none">Email to provide updates	Listen + Learn	<ul style="list-style-type: none">Email to provide updates		<ul style="list-style-type: none">Email to provide updates
Downtown Calgary Business Association						

Engagement will be undertaken over three engagement periods:

1. Project Notification and Design Issues / Aspirations

July - August 2014

Objective: To create project awareness and seek stakeholder input on design issues and aspirations.

Promise: We will ask you to tell us what is working and what is not, and to describe your aspirations for the area. We will use this information to complete a Site Analysis Report and inform the development of a vision, guiding principles, and design alternatives.

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3. Final Concept

November 2014

Objective: To present the final concept and confirm that the concept is consistent with the vision, guiding principles, and other design direction.

Promise: We will check with you to confirm that the final concept is consistent with the design direction you provided. We will listen to your input and make minor design adjustments, as required.

2.2 Engagement Tactics

The main engagement tactics are:

On-Line Map Tool: An on-line map tool will be used to seek initial input on site issues and opportunities. Using push pins, users can annotate a map of the study area and the surrounding area. Users will be asked to show areas that need improvement, and to share ideas about how to make the park better. The on-line map tool will be developed by O2 and can be accessed by weblink on the project webpage.

Sounding Board: Sounding boards will be used to seek initial input on issues and opportunities. The boards will ask passers-by the following animating question:

“How can we make this place better? Tell us your top 3 issues with this place, and your top 3 desires.”

The sounding boards are large semi-permanent structures that can be installed in high-traffic areas. Using sticky notes affixed to the sounding boards, passers-by can quickly answer the animating question and continue on their way. Key locations for sounding boards include the Peace Bridge approach, Eau Claire Plaza, and rest nodes along the Bow River regional pathway. These structures should ideally be weather-protected. Feedback from the sounding boards will be used to develop the Site Analysis Report.

On-Site Posters: Posters presenting the draft concept will be installed at key locations. Users will be asked to identify elements that they like and do not like about the concept, and to offer suggestions for improvement. Place-based feedback from the concept map is an important part of the iterative design process, and will be used to update and refine design concepts before the Plan is finalized. Sounding board structures will be re-used to post material.

Pop-up Information Table: An information table or kiosk will be set up at different times of the day and week to engage directly with the varied types of area user groups. The information table can be installed in high-traffic areas, as well as used during events in the area.

Walking Tour: A walking tour of the study area will be organized with key stakeholders to identify key opportunities and constraints and to familiarize participants with the area.

Stakeholder Workshop: Two (2) workshops will be held with key internal and external stakeholders during the first and second round of engagement.

The first workshop will be an opportunity to share initial site analysis and gather input on issues and opportunities. Workshop outcomes include developing a shared vision and guiding principles, and identifying metrics of success.

The second workshop will focus on reviewing design alternatives. The workshop outcome will be identifying preferred design concept elements and the preferred design direction.

Comment Forms: Comment forms will be emailed with project notification to internal and external stakeholders to seek initial input and will be used at the public open house to gather feedback. This technique will also be used for on-line engagement to provide comments on the draft concept.

Stakeholder Review Meeting: A final session with key stakeholders will be facilitated to present the final public realm concept. Participants will have the opportunity to comment on the final plan and minor amendments will be incorporated into the final report.

Public Information Session: Two (2) public information sessions (drop-in style) will be used to present information to the public and seek feedback on draft and final concept designs. All material presented at the information session will be made available on-line.

The first information session will present the draft concept plan. The public will be given opportunities to provide feedback through comment forms and sticky notes.

The second information session will inform the public of the final concept. General comments will be received and incorporated into minor amendments for inclusion in the report.

2.3 Communications Tactics

A diverse range of communications tactics will be used to bring the project to stakeholder attention, and optimize community and user group awareness/engagement levels.

Project Webpage: A project webpage will be hosted on The City *engage!* portal. The webpage will be used to host two on-line engagement tools, profile the latest project updates, engagement events, and display material. CSC will maintain the site, with O2 providing material as required.

Project Notification: A project notification letter will be emailed to internal and external stakeholders to introduce the project, outline opportunities for involvement and seek initial input with a short comment form.

Bold Signs: Temporary bold signs will be placed in strategic locations to notify residents and users of engagement activities. Signs will be placed for one week leading up to the engagement event.

Community mailouts: Postcards promoting the project will be delivered by Canada Post Unaddressed Ad mail to community members within immediate vicinity of the study area. The postcards will notify residents and business owners of opportunities for participation, and direct people to the project webpage where they will be able to provide input.

- The mailout is anticipated to reach 3,382 households and 1,096 businesses.
- Costs, to be covered by CSC out of the project's communication budget, are anticipated to include printing, and \$735.00 for delivery.

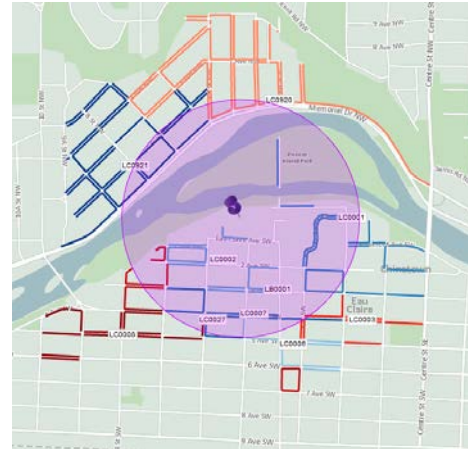


Figure 2. Mailouts Distribution

ECCA News: The project team will submit updates to the ECCA newsletter to notify of engagement activities.

Community Posters: Affix posters in high-traffic businesses and meeting places around the community two weeks in advance of the event to notify residents of engagement activities. The following places are recommended:

- Eau Claire Market
- Eau Claire YMCA
- Lobbies of residential towers
- Information boards in the vicinity of the study area

Take-Away Cards: Take-away cards promoting opportunities for participation can be distributed at the pop-up information table and community events.

Events: Special events and activities will be targeted as opportunities to share the project goals and generate feedback. The following event could be attended:

- Farmer's Market, Eau Claire Plaza (Every Tuesday until September 2, 2014)

Advertising: Paid advertising in vehicles like the ECCA newsletter and the FFWD will be considered as a supplementary means to notify residents of engagement events.

Design Workbook: A short document (hand-out style) identifying key issues to be addressed through the plan will be emailed to stakeholders and be available on the project website.

Social media: Regular updates on project developments and news (events, milestones, photos, etc.) will be relayed to CSC staff for posting on Twitter and Facebook. A project specific hashtag for Twitter will be set-up. The following Twitter handles and tweets could also be used to widely disseminate information:

- @downtowncalgary
- #iamdowntown
- #YYC

What We Heard Reports: Comments received during each engagement periods will be analyzed and summarized in a “What We Heard Report”. Areas of agreements and disagreements to be resolved through design solutions will be highlighted.

2.4 Preliminary Key Messages

The following key messages are recommended for the project:

- The City of Calgary, with O2 Planning + Design Inc., is developing a plan to enhance the West Eau Claire Park and adjacent public realm, as recommended in the 2007 Centre City Plan.
- Input from park users, residents and business owners is necessary in order to develop a vibrant place that responds to public needs.
- There are many opportunities in place for the public to share their input in the design process.

3 Detailed Engagement Plan

The following presents detailed descriptions, by engagement period, of the engagement activities and communication tactics that will implement the Engagement Plan.

3.1 Project Notification and Design Issues / Aspirations

Table 4. Activities – Project Notification and Design Issues / Aspirations Engagement Periods				
Task	Notes	Lead	Completion	
1	Contact LUPP	Notify LUPP of project Enquire if any additional stakeholders should be engaged	MW / PM	July wk. 4
2	Contact CSC	Notify CSC of project Discuss the protocol for external project communications, including: <ul style="list-style-type: none"> • Social media • Project webpage • Community mailouts • Media strategy 	O2	July wk. 4
3	Finalize Engagement Plan	Incorporate all input and finalize plan.	O2	July wk. 4 – August wk. 1
4	Create Project Webpage	Create project-specific webpage within the <i>engage!</i> portal. The City will design, develop and maintain the page. O2 will provide content.	City / O2	August wk. 1
5	Contact Ward 7 and 8 Councillor's Offices	Notify Councillor's offices of project. Outline opportunities for involvement.	City / O2	August wk. 1
6	Project Notification + Invitations to Stakeholder Engagement Events	Notify internal and external stakeholders. O2 will prepare a project notification letter to be sent by email under City signature. The letter will: <ul style="list-style-type: none"> • Introduce the project • Outline opportunities for involvement • Seek initial input with a short comment form • Invite stakeholders to attend the walking tour and workshop #1 	City / O2	August wk. 1
7	Prepare Engagement Material + Logistics	Prepare take-away cards, community posters, mailout postcards, and sounding board design for client and communications internal review. Prepare stakeholder workshop facilitation guide outlining all display materials to be presented, facilitation techniques to be used, and communications / advertising requirements.	O2	August wk. 1-2

Table 4. Activities – Project Notification and Design Issues / Aspirations Engagement Periods				
Task	Notes		Lead	Completion
		Book facility for stakeholder workshop.		
8	Walking Tour	Walking tour with key stakeholders to identify key opportunities and constraints. Walking Tour: August 13, 9-11AM Meeting at the Peace Bridge	O2	August wk. 2
9	Stakeholder Workshop #1	Share initial site analysis and gather input on issues and opportunities from key stakeholders. A shared vision and guiding principles will be developed, and metrics of success identified. Internal Stakeholders: August 20, 9 - 11 AM External Stakeholders: August 20, 11:30 AM – 1:30 PM Location TBD	City / O2	August wk. 3
10	Mailouts + Posters	Mailout postcards and install posters at key locations.	O2	August wk. 3
11	Social Media	Promote sounding boards and on-line map tool through social media.	City	August wk. 3-4
12	Pop-up Information Table	Install information table or kiosk at different times of the day and week to engage directly with multiple park user groups. Weekend – one afternoon Weekday – one morning, lunch time and evening	City / O2	August wk. 3-4 Weekend (August 23 or 24 – coincides with Expo Latino) OR (August 30 or 31 – coincides with BBQ on the Bow)
13	Attend Events	The City of Calgary <i>engage!</i> team has a table at the Eau Claire Farmer's Market, a sounding board, and hands out cards.	City / O2	August wk. 3 or 4 (August 19 or 26) 11 AM – 1 PM
14	Sounding Boards	Build and install the sounding boards in 2-3 key locations. Daily monitoring.	O2	August wk. 3-4
15	On-Line Map Tool	On-line map tool goes live to gather input on issues and opportunities facing the park.	O2	August wk. 3-4
16	Design Workbook	Prepare a short document that identifies key issues to be addressed through the plan. Post the "Design Workbook" on the project website.	City / O2	September wk.1-2
17	What We Heard Report	Develop "What We Heard Report" and circulate to client and	City / O2	September wk.1-2

Table 4. Activities – Project Notification and Design Issues / Aspirations Engagement Periods				
Task		Notes	Lead	Completion
		communication for internal review. Post the “What We Heard Report” on the project website.		

3.2 Concept Vision + Design Priorities

Table 5. Activities – Issues, Opportunities, Dreams and Desire Engagement Period				
Task		Notes	Lead	Completion
1	Invitation to Stakeholder Workshop #2	Send invitation to workshop #2.	O2	September wk. 1
2	Prepare Engagement Material + Logistics	Prepare stakeholder workshop and public open house facilitation guide outlining all display materials to be presented, facilitation techniques to be used, and communications / advertising requirements. Book facility for stakeholder workshop and public information session. Prepare advertising material.	O2	September wk. 1-3
3	ECCA Newsletter	Prepare article providing an update on the project and outlining opportunities for involvement.	O2	September wk. 2-3
4	Stakeholder Workshop #2	Review design alternatives and identify preferred design direction	O2	September wk. 3
5	Advertise Public Open House	Use the following tactics to advertise the information session: <ul style="list-style-type: none"> • Webpage update • Social media • Word of mouth (ECCA mailing list) • Bold signs • Community posters • Paid advertising • Take-away cards Update Ward 7 Councillor	City	October wk. 1
6	Social Media	Promote the information session and on-line engagement through social media.	City	October wk. 1-4
7	Public Information Session	Present draft concept plan for public review and comment. Use a comment form and notes to gather input on design and priorities.	City / O2	October wk. 3
8	On-Line Engagement Material	Post draft material presented at the information session on the project website. Comment forms will be used	City / O2	October wk. 3-4

Table 5. Activities – Issues, Opportunities, Dreams and Desire Engagement Period				
Task		Notes	Lead	Completion
		to gather input.		
9	On-Site Posters – Sounding boards	Draft material will be available on-site using the sounding board structure. Post-it style notes will be available to provide comments on the concept. Daily monitoring.	O2	October wk. 3-4
10	What We Heard Report	Develop a “What We Heard Report” and circulate to client and communication for internal review. Post the “What We Heard Report” on the project website.	City / O2	October wk. 4 – November wk. 1

3.3 Final Concept

Table 6. Activities – Blakiston Park Concept Design Engagement Period				
Task		Notes	Lead	Completion
1	Invitation to Stakeholder Review Meeting	Sent invitations to the stakeholder review meeting.	O2	November wk. 2
2	Prepare Engagement Material + Logistics	Prepare stakeholder review meeting and public information session facilitation guide outlining all display materials to be presented, facilitation techniques to be used, and communications / advertising requirements. Book facility for stakeholder review meeting and public information session. Prepare advertising material.	O2	November wk. 2
3	Advertise Public Information Session	Use the following tactics to advertise the open house: <ul style="list-style-type: none"> • Webpage update • Social media • Word of mouth (ECCA mailing list) • Bold signs • Community posters • Paid advertising • Take-away cards Update Ward 7 Councillor	City	November wk. 2
4	Social Media	Promote the public open house through social media.	City	November wk. 3 – December wk. 1
5	Stakeholder Review Meeting	Present final concept and gather input.	O2 / City	November wk. 4
6	Public Information	Inform the public of the final concept. Boards will present the final concept	O2 / City	December wk. 1

Table 6. Activities – Blakiston Park Concept Design Engagement Period				
Task		Notes	Lead	Completion
	Session	and how feedback has been or has not been incorporated into the design.		
7	What We Heard Report	Document proceedings and identify any outstanding comments.	O2	December wk. 3