



## **Canada Day Community Conversation: Special Event – Host Communities**

30 March 2014

# Engagement Plan



THE CITY OF  
**CALGARY**  
CUSTOMER SERVICE &  
COMMUNICATIONS

## Strategic Approach and Process Overview

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This is a trial of a community engagement strategy to address the needs and concerns of neighbourhood communities who host large-scale, city-wide public events. The engagement conducted here for the communities of Crescent Heights, Chinatown, Eau Claire, East Village for the Canada Day fireworks will be in two phases. It is linked to the work of the Interdepartmental Events Team and provide additional opportunities for cross-department, cross-business unit work. Engagement will further the building of strong relationships with residents in the host communities to better understand their needs and concerns. The engagement will have targeted stakeholder list and utilize a values-based approach.

## Goals/Objectives

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### A. What is it we hope to achieve?

- Build stronger relationships between The City and neighbourhood residents where special, city-wide public events are held.
- Ideas for ongoing planning and/or changes to event-hosting processes that mitigate citizen concerns about event hosting
- Creates a common vision and fosters a sense of pride in hosting special events that create a more vibrant Calgary.
- Host community residents have a better understanding of the complexity of special events.
- Provide additional time/space for internal stakeholders (i.e. employees, business units and departments) who contribute to the production of the event to reduce duplication of communications as well as potentially reduce time/effort/resources.
- A model that could be applied to other special events, venues and communities in the future.

### B. What is the role of stakeholders for this engagement: what decisions/areas can they impact?

External Stakeholders – make recommendations for mitigation of their concerns, make suggestions for the ways in which they would like to be informed and involved in the special events process  
Internal Stakeholders – communications/messaging to external stakeholders, some aspects of some processes for special events, thoughtful approach to mitigate community impact when preparing Major Events for Citizens

### C. The specific goals of the engagement process are to:

- 1) Host face-to-face internal stakeholder session
- 2) Host face-to-face external stakeholder session
- 3) Generate ideas of how special, city-wide events can be hosted/executed for Calgary with greater community support

## Risks/Sensitivities/Impacts

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**Out-of-Scope** – some external stakeholders may want to change aspects of special events that are out-of-scope including day/time of event or location of event.

**Promises Made** - none

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## Mitigation

Clearly establish the questions in the engagement tools (i.e. meetings, workshops). Articulate and make transparent the decision-making process and how the stakeholders will have impact on the decision.

Understand the scope of needs and concerns (articulated and potential) so as to best:

- tell the story of how the Special Event is planned/executed and what it's role is in making a vibrant Calgary,
- structure the public session best and
- to provide the best information possible to stakeholders (either before, during or after the event – as is required or needed)

## Stakeholders

The following list comprises known stakeholders at the time of writing. It is subject to change through the course of the project.

Stakeholder	Directly AND/OR Indirectly Affected	Level of Engagement
<b>Internal Stakeholders:</b> Departments/Business Units that work in host community or are part of the special event process		
Ward 7 Office	Directly/indirectly	Consult/Collaborate
CNS – CRCs of affected areas	Directly/indirectly	Consult/Collaborate
Calgary Police CRO/Liaison of affected areas	Directly/indirectly	Consult/Collaborate
Calgary Police Major Events/Emergence Mgmt	Directly/indirectly	Consult/Collaborate
Roads	Directly/indirectly	Consult/Collaborate
Calgary Parking Authority	Directly/indirectly	Consult/Collaborate
Parks	Directly/indirectly	Consult/Collaborate
Fire	Directly/indirectly	Consult/Collaborate
Calgary Transit	Directly/indirectly	Consult/Collaborate
CEMA - Calgary Emergency Management Agency	Directly/indirectly	Consult/Collaborate
Culture: Project Sponsor	Directly/indirectly	Consult/Collaborate
<b>External Stakeholders – Listen &amp; Learn and Inform</b>		
Crescent Heights residents	Directly affected	
Chinatown residents	Directly affected	
Eau Claire residents	Directly affected	
East Village residents	Directly affected	
Businesses in Crescent Heights, Chinatown, Eau Clair, East Village	Directly affected	

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## Engagement Plan Timeline

Phase	Engagement Needs / Objective	Timeline	Target Audience	Tool/Technique*
<b>1. Internal Session (April 8, 2014)</b>	Collect individuals' challenges and publicly reported challenges; create alternatives and potential implementation cross-department.	March-April	Interdepartmental Events Team, Ward Office, Police Liaisons & CNS CRCs	Face-to-face meeting – workshop (brainstorming/sorting, develop & evaluate alternatives)
<b>2. External Session (early May 2014)</b>	Collect individuals' challenges and concerns. Create alternatives and options for improving the execution of the special event.	April-May 1 or 2 sessions depending on Internal Session suggestions	All external stakeholders listed above	Face-to-face meeting – workshop (brainstorming/sorting, develop & evaluate alternatives) ~ likely with a different format to Internal Session – dependant on internal session feedback
		April-May	Some internal stakeholders from phase 1 may also attend as participants or SMEs	Face-to-face meeting – workshop
<b>3. Carry-out updated plan (May-July 2014)</b>	Potentially working with stakeholders in modified or new ways. Being aware of benefits/drawbacks	Finalize new plans by late May & roll-out until early July	Interdepartmental Events Team, Police Liaisons, CNS CRCs	~not officially engagement from a technique-perspective, but an important part of the process and evaluation.
<b>4. Review &amp; feedback post-event (July-August 2014)</b>	Reporting back on benefits/drawbacks	July	All stakeholders/public	Report-back
		Aug	Host community	Evaluation & report-back

\*This information may not be complete in the first draft and can be added when known.

## Evaluation

Assess the process as to whether it can be applied to other venues, events, communities. The City of Calgary's engage! Policy principles must also be considered after this process is applied to Canada Day planning/event 2014 as to whether it will be suitable for other events in the future. We can gather some of this information by asking stakeholders who participate in our internal/external meeting as well as by comparing the comments/feedback of the host community to see if they have changed from the types and severity of concerns that were addressed at the face-to-face meetings (internal & external).