



Shaw Millennium Park Engagement Plan August 2014

Project

Shaw Millennium Park is North America's largest free outdoor skate park and is located in downtown Calgary at 9 AV SW & 11 ST SW. The park was established in 2000 and is the largest skate park in North America for skateboards and in-line skating with 75,000 square feet of skateable surfaces. It was designated as a family activity park and special venue, and has over 35,000 visitors a year.

Parks Department is seeking stakeholder input in regards to Shaw Millennium Park (SMP) hours of operation. SMP currently operates under 24/7 schedule. Between September 2013 and June 2014 SMP operated under reduced hours with closures at 1100 and opening time of 0500, Monday to Sunday. Since June 1, 2014, parks have re-opened under the 24/7 time frame and promised that stakeholder engagement in regards to SMP hours of operation will occur in the first two weeks of August 2014, with the final decision in regards to park hours made by fall 2014.

Goals/Objectives

State the decision(s) that you are seeking input on and the anticipated benefits of engaging project stakeholders.

Scope of Engagement:

- Park Hours

Engagement outcomes:

- Provide the Parks Department with stakeholders input and feedback on possible operating hours of SMP.
- Provide meaningful and interactive engagement sessions for all stakeholders.
- Gather input from all interested, impacted and influenced stakeholders.
- Create a welcoming space for all identified stakeholders to share ideas, thoughts and concerns about the future of SMP.

Benefits:

- A more conducive hours for all stakeholders, parks users, internal and external BU's

Project Background

Include the project history, previous experiences or knowledge of stakeholders and any previous work or recent developments that impact the project or stakeholder perceptions.

In June 2013, flood evacuees were relocated to the former science centre site at 701 11 Street S.W. while its permanent residence underwent repairs. To provide evacuees with privacy and quiet accommodations, Shaw Millennium Park temporarily changed its park hours to reflect regional park hours. The park went from being open 24 hours to being open from 5 a.m. – 11 p.m.

Shaw Millennium Park has historically operated on a 24-hour since it opened 14 years ago. However, changing community needs require the return to 24 hour operations to be carefully monitored, given considerable growth in the downtown core including new housing developments and the expansion of businesses. Prior to the 2013 flood, some stakeholders including the Calgary Police Service had requested that a review of park hours take place.

The Park has been in existence for 14 years, and the opportunity exists to re-evaluate park hours to determine whether the operating hours continue to meet community needs given considerable growth in the downtown core including new housing developments and the expansion of businesses over the past 14 years.

Engagement Background

Provide a list of stakeholders and any stakeholder expectations or sensitivities. State the decisions that are open to negotiation and the decisions that are fixed or non-negotiable (if any)

Negotiable:

- Park Hours

Non-Negotiable:

- Parks Director makes a final decision on park hours

Parks Department will draw on the following inputs to make a decision:

- Public input garnered through the Shaw Millennium Park (SMP) engagement process

- Input from CPS data/crime statistics
- Input from Parks Operations on feasibility of SMP being closed/open/modified hrs/summer hrs.
- Input from Law Department on legal feasibility of SMP being closed/open/modified hrs/summer hrs

Risks/Sensitivities/Impacts

State the risks of engaging stakeholders and the risks of not engaging stakeholders. List any sensitivities (time, budget, etc.) that may increase the risk of engaging or not engaging stakeholders. State how you plan to address potential problems to mitigate the risks. List any impacts to related projects that will result from engaging stakeholders.

Risks

- Skateboarders (CASE) may see this engagement as being not genuine and transparent because we are addressing the alleged crime in the area via park hrs.
- CPS concern of crime/law enforcement might not be addressed by this engagement.
- We will not capture ALL stakeholders; some stakeholders may feel hesitant to come to SMP to discuss the recommendation. Some stakeholders also may find online fluid survey a barrier.

Benefits

- We are casting a wide net in our engagement, we may get ALL stakeholders identified to come out and speak and provide input and feedback.
 - We are being inclusive and transparent in the engage process.
 - We are doing a “unique” engagement which may be seen as favorable by some stakeholders in our group.
 - We are providing both an “online” as well as “in-person engagement” to stakeholders
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Engagement Plan



Engagement Strategy/Techniques

List which stakeholders are to be engaged (and to what degree) and which stakeholders are to be informed. State which methods or techniques you will use to communicate with and/or engage each stakeholder. Describe how each technique mitigates risk and manages stakeholder expectations. Explain how you intend to use the input you receive from stakeholders.

Stakeholders

Stakeholder	Directly and/or Indirectly Affected	Why are they being engaged	What are their interests/positions/values	Level of Engagement
CASE	Directly		Want the park open 24/7	Consult
Other Skateboarders not associated with CASE	Directly		Want the park open for as long as possible??	Consult
BMX/Vermin	Directly		Want the park open 24/7	Consult
CPS	Directly/Indirectly		Would prefer the SMP park hours be modified to align with regional park hours	Consult
WARD 8	Directly/Indirectly		Supportive of the process, Ward 8 Councillor has been supportive of the skateboarders in the past.	Consult
LAW Dept	Directly/Indirectly		They will align with Parks decision	Inform/Communicate
PARKS Dept	Directly/Indirectly		From an operations point of view it does not make a difference if parks keeps the park open or closed past 1100hr	Consult
CA's	Directly/Indirectly		Some differing opinion between board members	Consult

Engagement Plan



BRZ/CDA	Indirectly			Inform/Communicate
BOMA	Directly/Indirectly			Inform/Communicate
CNS	Indirectly			Inform/Communicate
REC	Indirectly			Inform/Communicate
SHAW	Indirectly			Inform/Communicate

Engagement Strategy/Techniques

CEV- City events Vehicle deployed to SMP to gather input on SMP park hours. Input will be gathered in person, stakeholders will be encouraged to fill out a survey via fluid surveys (paper forms of the survey will be there as a backup only).

CEV is scheduled for ERU engagement at SMP in the first two weeks of August, 2014. Preferred days would be Friday, Saturday and Sunday.

Fluid Survey: online survey will be hosted by Parks to capture stakeholders that are not attending in person. Online survey would run in the first two weeks of August, 2014.

Input used via online and in park engagement will have direct impact on the decision made in regards to SMP hours of operation. Parks Director will be making an SMP hours of operation decision based on stakeholder feedback/input that happens via these two methods.

Phase II* (if required)

Methodology

Workshop- a meeting with CPS, CASE and Community/other in a forum/meeting setting at which participants work together on prescribed assignments or exercises to provide specific input to the process.

Get participants in one room, divide them to talk about values, bring together to share values and then come up with recommendations that work for all.

Risk: hostile participants may resist what they perceive to be the “divide and conquer” strategy of breaking into small groups.

Engagement Plan



Engagement Plan Timeline

Phase	Engagement needs/objectives	Timeline	Target Audience	Tool/Technique
1. CEV	To determine Shaw Millennium Park hours.	<ul style="list-style-type: none">• Friday, August 8th - 3 - 8 pm• Saturday, August 16th - 6 - 10pm• Sunday, August 17th - 12 - 5pm	all	CEV
2. Workshop*	To have a value conversation with CPS, CASE and Community/other in regards to values that they have in regards to SMP hours of operation.	Fall 2014	CPS, CASE, Community (CA's)	Workshop

Alignment

Describe how the engagement timeline aligns with the project timeline and how your engagement plan is aligned with the project's communication plan in tone, messaging and timeline. Explain how your engagement plan aligns with high-level corporate priorities and how budgeted resources are aligned with required resources.

The Skateboard Amenities Strategy is currently being implemented, with five new community skate parks to be designed and developed in the future. This may reduce the needs of Shaw Millennium Park users for a 24-hour park in the downtown core.

Evaluation

State the conditions of success for the engagement portion of your project. Describe how you will measure success and how you plan to debrief after your engagement is complete.

This project will be successful if:

- Parks Director is able to make a decision in regards to SMP hours change based on stakeholder input
- Stakeholders view the process as a transparent and inclusive one
- All interested and affected stakeholders are meaningfully engaged
- Online and in-person engagement is stakeholder friendly and it results in high number of participation, both online and in person.

Reporting

State how you will report to project sponsors, managers, Council and stakeholders in regards to process, progress and the results of engagement.

The results of the engagement will be reported to PM in a final summary report format that outlined what the results of the engagement with the stakeholders were. Report back to stakeholders will be done via World Wide Web.