



Engage Resource Unit

The City of Calgary Busking Pilot // Engagement Work Plan

Project Name:	City of Calgary Busking Pilot
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Project Sponsor:	Teresa Byrne
Project Rating:	3B
Approved by:	Project Sponsor

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Background

Project Background

(What is happening and why is it being done?)

Busking involves a person or group who provides entertaining street performances for public enjoyment. A person who does this is called a Busker. Busking is an important part of our city's identity, culture and spirit. Buskers add delight, interest and energy to festivals, events and afternoon strolls. Calgary streets provide a wonderful opportunity for buskers to showcase their art and for citizens to be entertained and show their appreciation.

Many artists begin successful careers as street performers. Whether you are a musician, singer, dancer, juggler, mime, poet, magician, comedian or other entertainer, there are many locations throughout Calgary that welcome busking and encourage you to demonstrate your skills. Buskers receive their payment in the form of monetary donations from the crowds they entertain. As Buskers are not contracted entertainers and have not been hired by a client, they will not receive a pay check.

City of Calgary 2016 Busking Pilot



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The City of Calgary is implementing some exciting changes to the busking program for 2016, including more flexibility for busking IDs, online application process and payment options, and the introduction of amplification at designated “busk stops” and Calgary Transit stations. Beginning with 2016 as the Year of Music in Calgary, a strong emphasis for the pilot will be on supporting, celebrating and elevating the profile of street performing as a cherished art form.

Feedback on the changes for the 2016 pilot and how it’s working for all stakeholders will be gathered, and if required, the program will be adjusted again for the 2017 season. More information on the busking program and the busking program review and pilot, visit calgary.ca/busking.

Engagement

In conjunction with the 2016 Busking Pilot, the Engagement Resource Unit will be conducting engagement with public at large to gather input on busking in Calgary. This input will further shape decision making within this project.

Engagement Goals & Objectives

(What are we asking stakeholders? How will this information be used by the project team?)

Calgarians will be able to provide input and feedback into various aspects of busking as identified by the project team. These areas include:

Does busking have a positive or negative impact on your experience in Calgary?

- How important is it for you to have Buskers in Calgary?
- Have you ever given money to a Busker in Calgary?
- Have you had any negative interactions with Buskers?
- Describe a positive experience you’ve had with a Busker in Calgary?
- Overall, does Busking benefit the City of Calgary?

Locations

- Are there specific locations where you prefer to see buskers



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- Should Busking be permitted at Transit Stations?
- Should Busking be permitted in City Parks?
- Should Busking be permitted City Streets?
- Where would you like to see Buskers?

Amplification-

- Are there busking acts that would be better with amplification?
- Would you support buskers being allowed to use amplification?



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Approach

Stakeholders	
(Who do we need to talk to? What relationship do they have to the project outcomes?)	
<p>Calgarians at large Buskers Internal Stakeholders (Community Standards, Transit, CPS, etc) External Stakeholders (CADA, Tourism Calgary, NMC, etc) BRZ's</p> <p>**Note in 2015 a busking consultant was hired to conduct research, preferences, and findings with internal and external stakeholders along with BRZ's. So at this time engagement will be focused on Calgarians at large.</p>	
Engagement Strategy	
(What are the engagement considerations and our resulting high-level engagement approach?)	
<p>Calgarians of all demographics experience busking within the City. These stakeholders are an excellent resource to gauge what is currently working and what could be improved.</p>	
Risks	Mitigation
<ul style="list-style-type: none"> Low participation 	<ul style="list-style-type: none"> Develop a robust communications plan that uses multiple tactics to reach the public at large. Engage stakeholders at existing events where busking is taking place.
<ul style="list-style-type: none"> Small busking regulation opposition group 	<ul style="list-style-type: none"> Strong communication plan to clearly explain why within The City of Calgary that removing all regulations is not open for influence.
<ul style="list-style-type: none"> Budget/Scope 	<ul style="list-style-type: none"> Needs to be clearly identified to ensure expectations are not out of line with what is possible.
Engagement Tools & Techniques	
(How will you engage with stakeholders?)	



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A key component to gather input will be to have both in person and online engagement opportunities. Engagement will occur at existing public events where busking is taking place to allow for feedback when stakeholders can physically witness busking while providing feedback. This allows for the subject matter to be directly present to the stakeholder to assist in providing feedback. Online engagement will allow for feedback to be collected without having physical staff resourcing issues and reach a larger audience.

Reporting & Evaluation

Report Backs (How and when will we report back to stakeholders?)
Report back will be ongoing. The engage website will be used to provide an online space to post verbatim feedback What We Heard Reports, as well as reports on What We Did. These reports will be posted soon as possible after engagement events.
Evaluation (How will we know how we've done?)
A final engagement summary report will be presented to the project team in early August 2016.

Engagement Work Plan

Engagement Work Plan (Who are we talking to, about what, how, when, and who is responsible?)				
Engagement Tools / Tactics	Stakeholders	Input Sought	Responsibility	Date
Project Launch	Calgary at large	Inform	Project Team	June
Online Engagement via Portal	Calgary at large	Positive/ negative impacts of Busking Locations of Busking Amplification of Busking	ERU and project team	June 15 – July 31
In Person Engagement at	Calgary at large	Positive/ negative impacts of	ERU and project team	June 15 – July 31



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<p>existing busking locations and events.</p> <p>(eg. Canada Day, Stephen Ave during summer, Stampede)</p> <p>Use of Ipads and/or paper surveys</p>		<p>Busking Locations of Busking Amplification of Busking</p>		
<p>City Events Vehicle</p> <p>Use of paper surveys</p> <p>***Note this has to be confirmed and approved to CEV.</p>	<p>Calgary at large</p>	<p>Positive/ negative impacts of Busking Locations of Busking Amplification of Busking</p>	<p>ERU and project team</p>	<p>June 15 – July 31</p>