



Document Overview

Project Name: **Developer-funded Area Structure Plan (ASP) Pilot Project (NE & SE ASPs)**

Document Type: Engagement Plan or Strategy

<p>What is an Engagement Plan or Strategy?</p> <p><i>A document that outlines the objectives for conducting engagement, who we planned to engage with and what engagement activities were planned.</i></p>	<p>What is a What we Heard Report?</p> <p><i>A document that outlines the feedback that was heard through an engagement process.</i></p>	<p>What is a Final Summary Report?</p> <p><i>A document that describes the purpose for engagement, who we talked to, and how their input was used by The City to help make decisions.</i></p>
<p>Why are we engaging?</p>	<p>To develop an Area Structure Plan in alignment with relevant legislation, policy direction and corporate initiatives.</p>	
<p>What stakeholders are involved?</p>	<p>The City of Calgary TAC, Landowners/ Agents, Civic Organizations, Adjacent Communities, Government (Provincial and Federal) Agencies, Resource Lease Holders, General Public</p>	
<p>What are we talking to stakeholders about?</p>	<p>Input on the Plan Area; to contribute to development of Community and Neighbourhood Structure, Land Use Concept.</p>	
<p>When did this engagement happen?</p>	<p>August 2013 – July 2014</p>	



Developer-funded Area Structure Plan (ASP) Pilot Project

NE & SE ASPs

November 4, 2013

WORKING DRAFT

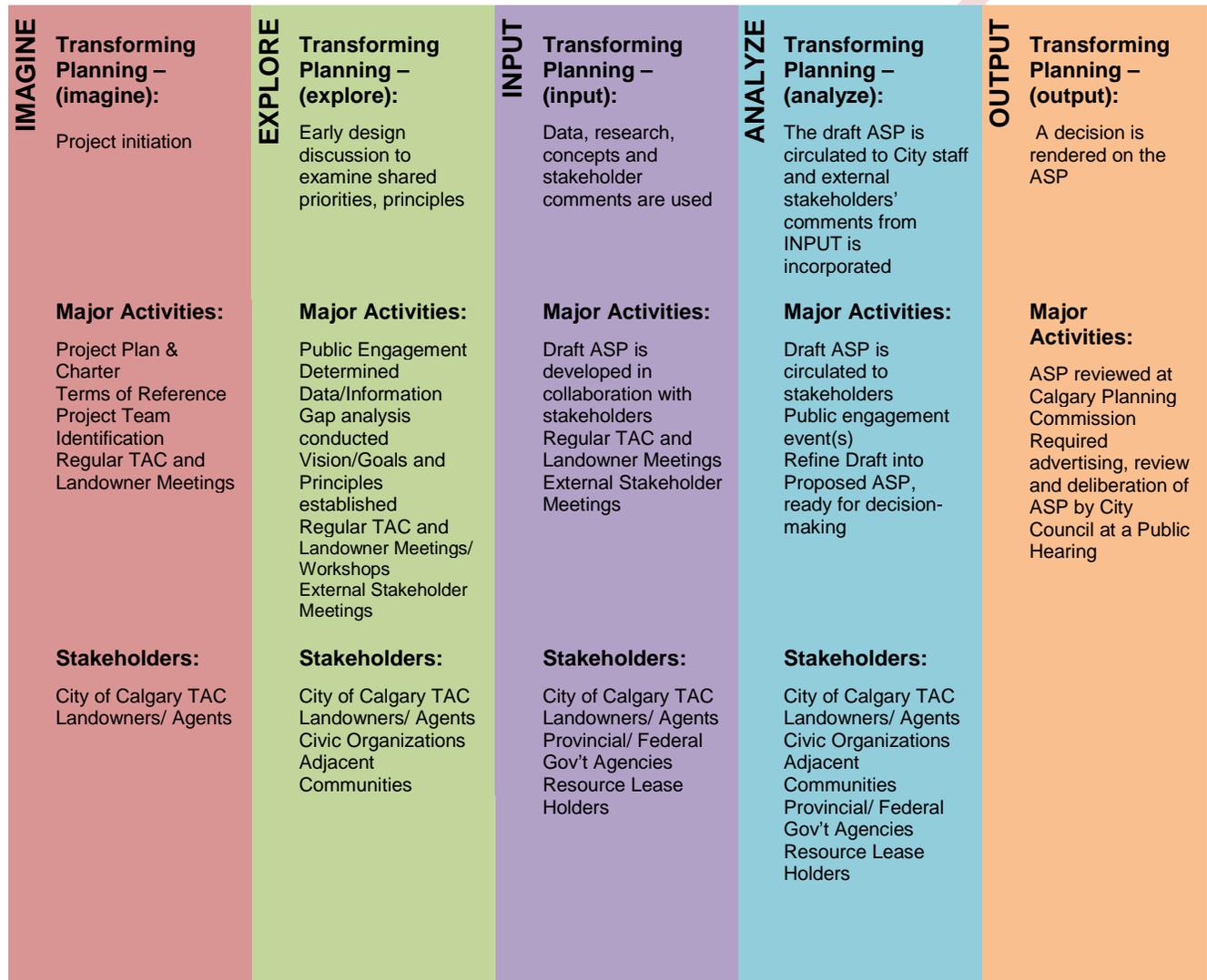
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Strategic Approach and Process Overview

Engagement for the developer-funded (NE & SE) ASP pilot project will link to project milestones and objectives, in alignment with relevant legislation, policy direction and corporate initiatives. Engagement will use a values and principles-based approach, exploring the possibilities and challenges of land utilization as an important part of a complete and vibrant community.



Goals/Objectives

During the engagement in support of the ASPs, the project team is looking to:

- a) develop and implement the stakeholder engagement process in an open, transparent and accountable way
- b) gather insights that will be used in drafting recommendations for the path forward and decision-making
- c) engage a broad range of interested and affected stakeholders with diverse perspectives
- d) implement multiple opportunities for meaningful dialogue and values-based discussion
- e) use a value and principles-based approach where common ground and collective wisdom are the lens through which we discuss differences and diversity
- f) take away and implement lessons learned to apply to future ASP engagement processes

The areas for input will include:

- 1) identifying shared priorities, developing the guiding vision and principles for the ASP
- 2) development of a draft ASP; and,
- 3) confirmation of the proposed ASP

Project Background

Council directed Administration to initiate a Pilot Project for two developer-funded Area Structure Plans (ASPs) starting Q4 2013. The Pilot Project pulls together many aspects of Council's 2012 December Motion Arising including; identifying the resources required to undertake developer-funded ASPs; a framework to create shorter, more streamlined ASP; and a process to provide Council control over when and where new development should occur.

The practice of creating and developing a new community in Calgary is an exciting and challenging prospect. It is about building communities that are healthy, vibrant, sustainable, respect the natural environment, honour local history, and establish a compelling vision of the future. However, it is also about reconciling provincial statutes, municipal bylaws, business, practice, policies and procedures within the plan along with citizen and industry expectations and the challenges this brings with it. Applicants, stakeholders and the City are asked to consider their role in creating and developing complete communities that contribute to Calgary's natural environment, social and cultural capital, economy, and overall quality of life.

Engagement Background

By their December 3, 2012 Motion Arising to Report PUD2012-0670, Council directed that Administration implement a program for developer-funded ASP's while ensuring a fair process to all stakeholders and in the context of Growth Management; and, to pilot a project to fund two ASPs within the LUPP 2013 Corporate Work Program under a developer-funded program.

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Risks/Sensitivities/Impacts

Time

The highly condensed project timelines for delivering a CPC-ready document by May 2014 significantly constrains the type, amount and depth of engagement that can be undertaken in support of the project goals and deliverables.

Relevance

Not engaging stakeholders during the development of the ASPs would considerably increase the likelihood that the resultant ASPs would arrive at CPC and Council with unresolved differences and unmet stakeholder expectations. Should that be the case, there is a risk that the project goal of a streamlined ASP process would not be met.

Mitigation

To ensure that engagement is still meaningful it will need to be highly focused, collaborative, time-sensitive and require a format that reduces the number of recurrent post-engagement activity documentation reviews.

Alignment

This engagement plan was developed in alignment with recent Council direction, corporate policies and elements of the project workplan as illustrated below.

Council Direction

PUD2012-0670:
12-DEC-03 Motion
Arising

Municipal
Development Plan
(MDP)

MDP: New
Community Guide

Corporate Policies & Initiatives

Framework of Growth
and Change

NE & SE Regional
Policy Plans

CS009 engage! Policy

*Other applicable
policies & initiatives

Project Workplan

Project Communication Plan

Developer-funded ASP
Terms of Reference

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***Other applicable policies & initiatives, including but not limited to:**

- Wetland Conservation Plan
- Urban Forestry Plan
- Watershed Management Plan
- Cycling Strategy
- Transforming Planning
- Entranceway Guidelines
- Open Space Plan
- Complete Streets Guide
- Inter-municipal Development Plan
- Triple Bottom Line Policy

Developer-funded ASP Terms of Reference

The Developer-funded ASP Terms of Reference sets out the information requirements, scope and process for the development of an Area Structure Plan. This engagement plan has been written in support of these objectives, timelines and processes.

Northeast ASP Engagement Plan Stakeholders

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

City Council

Input sought: Plan review and comment.

- Ward Councillor
- Members of Council

City of Calgary Technical Advisory Committee

Input sought: Technical expertise and review. Collaborative plan development.

- City Business Unit representatives, e.g.: Parks, Urban Development, Transportation, etc..

Landowners/ Agents

Input sought: Regional expertise. Principals and vision development. Collaborative plan development.

- Dr. D. Brar
- IBI Group
- Walton
- Mr. Burcevski
- Stantec
- Westcreek Development
- Mr. R. Chahal
- Ms. A. Thai

Adjacent Communities, Municipalities and Industry Associations

Input sought: Regional expertise. Impact considerations.

- Rockyview County
- Skyview Ranch
- Saddleridge Community Association
- Calgary Airport Authority

Provincial and Federal Agencies

Input sought: Joint Use Site information. Regulatory and policy compliance review.

- Calgary Catholic School District
- Alberta Culture & Community Spirit
- Alberta Infrastructure
- Alberta Environment
- Calgary Board of Education
- Alberta Health Services
- Alberta Energy Regulator
- Alberta Transportation

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Utility Providers, Railway Companies & Resource Lease Holders

Input sought: Regional expertise. Asset identification/ locations.

- | | | |
|------------|--------|---------|
| - Altalink | - ATCO | - Enmax |
| - Nexen | - Shaw | - Telus |

Civic Groups

Input sought: Triple Bottom Line perspective on principles and vision development. Subject expertise.

Plan review and comment.

Social

Federation of Calgary Communities
Civic Camp
Strong Neighbourhoods

Social/ Environmental

Green Calgary
Sustainable Calgary
Calgary Parks Foundation

Environmental

Bow River Basin Council
Calgary River Valleys

Economic

Calgary Economic Development
Chamber of Commerce

General Public

Input sought: Plan review and comment

- All Calgarians

NE Engagement Plan Timeline

The table below outlines the engagement plan timelines and objectives.

Phase	Engagement Needs / Objective	Timeline	Target Audience	Tool/Technique
Imagine (August - September 2013)	Project initiation and introductions	August - September	Internal Technical Advisory Committee (TAC)	(Bi-) Weekly TAC Meetings
		September	Landowners and consultants/agents	(Bi-) Weekly Landowner Meetings
Explore (September 2013)	Identification/ confirmation of priorities and principles	September	Civic groups	Meetings, email questionnaire
		September	Landowners	(Bi-) Weekly meetings
		September	TAC	(Bi-) Weekly meetings
		September	School boards	Meetings, email questionnaire
		September	Adjacent landowners	Letter sent informing about project
		September	General public	Project website launch; email updates subscription
Input Phase 1 (October 2013)	Provide input on Plan Area; contribute to development of Land Use Concept	October	Landowners	(Bi-) Weekly meetings, external charrette
		October	TAC	(Bi-) Weekly meetings, internal and external charrette

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		October	Super-TAC	Meetings as required
		October	Provincial Government	Email; meetings as required
		October	Utility providers	Email; meetings as required
	Determine EOS delineation	October	EOS super-TAC	Meetings as required
		October	Landowners	Discuss at landowner meetings
Analysis Phase 1 (November 2013)	Feedback and Refinement of Land Use Concept	November	Landowners; Civic groups; Provincial Government; TAC	Email initial land use concept with review questions
		November	General Public	Comments on project website; email to subscribers
	Sustainability Appraisal	November	TAC	Appraisal facilitated by Office of Sustainability
	Introduce Project TOR to Council	November	Ward Councillors / Council	Individual Meetings
	Introduce Project TOR to CPC	November	Calgary Planning Commission	Possible agenda item
Input Phase 2 (January 2014)	Provide input on Population and Employment Projections	TBD	Geo-demographics	Send Data
	Provide input on school, park, and community facility distribution	TBD	School Board, FCC, Landowners	Circulate projections and calculations; workshop/ meetings if refinements are necessary
Analysis Phase 2 (February 2014)	Feedback and Refinement of the above	TBD	School Board, FCC, TAC, Landowners, General public (through email update list)	Circulation due date February 15
Input Phase 3 (March-April 2014)	Transportation Modeling . Master Drainage Plan, Servicing Studies	Due April 15	None required	
	Development of draft policies	TBD	Civic groups and key informants as necessary	Individual meetings
		TBD	TAC; Landowners	(Bi-) Weekly meetings
Analysis Phase 3 (May 2014)	Feedback and refinement of policies and on draft ASP (review and comment)	TBD	Landowners	(Bi-) Weekly meetings
		TBD	Civic groups; General public; Provincial Government; Utility providers; Council	Circulation with discussion questions or invited Survey; Open House
		TBD	Adjacent municipalities	Above and presentation at IMC
Output (June-July 2014)		TBD	Adjacent communities, municipalities; Civic groups; General public; Landowners/Agents; Utility providers/Leaseholders	Opportunity to provide letter to Calgary Planning Commission and/or Council

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SE Engagement Plan Stakeholders

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

City Council

Input sought: Plan review and comment.

- Ward Councillor
- Members of Council

City of Calgary TAC Team

Input sought: Technical expertise and review. Collaborative plan development.

- City Business Unit representatives, e.g.: Parks, Urban Development, Transportation, etc..

Landowners/ Agents

Input sought: Regional expertise. Principals and vision development. Collaborative plan development.

- Brookfield Residential
- Ollerenshaw Ranch
- Danube Farming Ltd.
- Trafford Family

Adjacent Communities, Municipalities and Industry Associations

Input sought: Regional expertise. Impact considerations.

- M.D. Rockyview
- M.D. Foothills #31
- Auburn Bay
- Mahogany
- Cranston
- Cranston South

Provincial & Federal Agencies

Input sought: Joint Use Site information. Regulatory and policy compliance review.

- Calgary Catholic School District
- Calgary Board of Education
- Alberta Culture & Community Spirit
- Alberta Health Services
- Alberta Infrastructure
- Alberta Energy regulator
- Alberta Environment
- Alberta Transportation

Utility Providers, Railway Companies & Resource Lease Holders

Input sought: Regional expertise. Asset identification/ locations.

- Altalink
- ATCO
- Canadian National Railway
- Canadian Pacific Railway
- Compton
- Enmax
- Shaw
- Telus

Civic Groups

Input sought: Triple Bottom Line perspective on principles and vision development. Subject expertise. Plan review and comment.

Social

- Federation of Calgary Communities
- Civic Camp
- Strong Neighbourhoods

Environmental

- Bow River Basin Council
- Calgary River Valleys

Social/ Environmental

- Green Calgary
- Sustainable Calgary
- Calgary Parks Foundation

Economic

- Calgary Economic Development
- Chamber of Commerce

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General Public

Input sought: Plan review and comment

- All Calgarians

SE Engagement Plan Timeline

The table below outlines the engagement plan timelines and objectives.

(Denotes Landowner/Agent-led Engagement Event)

Phase	Engagement Needs/ Objective	Timeline	Target Audience (s)	Tool/Technique
Imagine August-September 2013	Project Initiation and introductions	19-Sep-13 03-Oct-13	City- Subject Matter Experts a.k.a Technical Advisory Committee	Bi-Weekly TAC meetings
			Landowners Landowner Agents/ Consultants	Letter Tara and Nicole one on one. Large group meeting
		20-Sep-13	Adjacent landowners and Community Associations	Letter
			Mineral rights owners	Letter
Explore September 2013	Confirmation of priorities and principles.	16-22-Sep-13	Civic Groups	Meetings E-mail Questionnaire
		17-Sep-13	Landowners	Bi-Weekly Meetings Design Co-opetition Event #1
		17-Sep-13	TAC	Design Co-opetition Event #1
			School boards (Establish method in writing)	Meetings
		16-Sep-13	General Public (Provide information on project)	Project website launch Create email updates subscription
			Adjacent Municipalities	Inter-municipal Committee Meeting
Input Phase 1 October 2013	Provide input on Plan Area; contribute to development of Community and Neighbourhood Structure, and Land Use Concept.	1,15-Oct-13 30-Oct-13 5,19-Nov-13	Landowners	Request studies (Bi-) weekly meetings Design Co-opetition Event #2 Ext. Land-Use Concept Collaboration Workshops
		10,17-Oct-13 5,19-Nov-13	TAC	(Bi-) weekly meetings Distribute minutes Int. Land-Use Concept Collaboration Workshops Ext. Land-Use Concept Collaboration Workshops
		5,19-Nov-13	Civic Groups	Ext. Land-Use Concept Collaboration Workshops
		TBD	Provincial Government (input only)	Email Meetings as required
		TBD	Utility providers (input only)	Email Meetings as required

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Phase	Engagement Needs/ Objective	Timeline	Target Audience (s)	Tool/Technique
	Determine EOS delineation.	TBD	Civic Groups - Environmental TAC (Parks sub-committee)	Workshop
		21-31-Oct-13	Landowners	(Bi-) weekly Meetings
Analysis Phase 1 November 2013 (2 weeks)	Feedback and Refinement of the above.		Landowners Civic Groups Provincial Government TAC Team	Email initial land use concept with review questions
	Feedback and Refinement of the above.		General Public	Comments on project website E-mail to subscribers
	Sustainability Appraisal	26-Nov-13	TAC	Sustainability Appraisal facilitated by Sustainability Office
	Introduce Project to Council	TBD	Ward Councillors/Council	Individual Meetings
Input Phase 2 January 2014	Provide input on Population and Employment Projections	TBD	Geodemographics	Send data
	Provide input on school, park and community facility distribution	TBD	School Boards Federation of Calgary Communities TAC (Parks Sub-committee) Landowners	Circulate projections and calculations Workshop/meetings if refinements are necessary
Analysis Phase 2 February 2014	Feedback and Refinement of the above.	TBD	School Boards Federation of Calgary Communities TAC Public (email update list) Landowners	Circulation due date February 15
Input Phase 3 March – April 2014	Transportation Modeling and Master Drainage Plan and Servicing Studies due April 15		None Required	
	Development of draft policies	TBD	Civic Groups and Key informants as necessary	Individual meetings.
		TBD	Landowners	(Bi-) weekly meetings
Analysis	Feedback and Refinement of	TBD	Landowners	(Bi-) weekly meetings

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Phase	Engagement Needs/ Objective	Timeline	Target Audience (s)	Tool/Technique
	Policies and on draft Area Structure Plan (review and comment)	TBD	Civic Groups Public Provincial Government Utility Providers Council	Circulation (emailed review) with discussion questions or invited survey and Open House
		TBD	Adjacent Municipalities	Above and presentation at IMC
<i>Output</i> <i>August & October 2014</i>		TBD	Adjacent communities, municipalities Civic Groups General Public Landowners/ Agents Utility Providers/ Lease Holders	Opportunity to provide letter to Calgary Planning Commission
		TBD	Adjacent communities, municipalities Civic Groups General Public Landowners/ Agents Utility Providers/ Lease Holders	Opportunity to provide a letter or presentation to Council

Evaluation

A successful engagement plan will endeavour to allow for early identification of issues of concern, conflict and/or opportunity before they impede progress; utilize stakeholder time as efficiently as possible; incorporate stakeholder input to the most extent possible; and, provide a timely two-way exchange of information that will assist in the creation of the ASP.

During the engagement sessions with Rocky View County staff, the Project Team will continuously review the process to ensure it is still meeting their needs. Ultimately, we will ask you to evaluate the process to provide feedback to the Project Team on what worked well and what could use improvement. This will help the next ASP project team in their engagement strategy.

NE & SE ASPs 'What We Heard' Reporting

Engagement Activity: TAC (Bi-) Weekly Meetings.

- Meeting notes will be taken at each meeting, circulated to TAC Members and reviewed at subsequent meetings. A summary of decisions will be made available at www.calgary.ca

Engagement Activity: (Bi-) Weekly Landowner Meetings.

- Meeting notes will be taken at each meeting, circulated to Landowners and Agents and reviewed at subsequent meetings. A summary of decisions will be made available at www.calgary.ca

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Engagement Activity: Workshops, Presentations, Open Houses, and written submissions.

- As needed the results of these engagement activities will be summarized and available on the project website at www.calgary.ca

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