



# Community Association Information & Communications Toolkit

*This toolkit is intended for community associations in their communications to citizens related to the topic enclosed.*

## Heritage Communities Local Area Planning Project Phase 1 - ENVISION

Nov. 22, 2021

### TOPIC/ISSUE/EVENT

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#### Heritage Communities Local Area Planning

**PROJECT BACKGROUND:** The Heritage Communities Local Area Planning Project includes the communities of: Eagle Ridge, Kelvin Grove, Kingsland, Fairview, Haysboro, Acadia, Southwood, Willow Park, Maple Ridge and Chinook Park as well as the industrial communities of Fairview Industrial, East Fairview Industrial, and Glendeer Business Park.

Through the local area planning process, we're working together to create a future vision for how land could be used and redeveloped in the plan area – building on the vision, goals and policies outlined in [Calgary's Municipal Development Plan](#) and the [Guide for Local Area Planning](#).

**WHAT'S NEW?** We're currently re-launching the first phase, Envision, of the project and public engagement. This first phase has been extended to ensure we are able to circle back and reconnect with local citizens and stakeholders (including the working group, community associations, local residents and business owners) following a pause in the project due to the pandemic and the discussions on the Guide for Local Area Planning. Through this phase of engagement, we're looking to validate what we've heard and the resulting Chapter 1 draft content that has been created based on initial engagement that took place from fall 2019 – spring 2020. People are encouraged to visit [Calgary.ca/HeritageCommunities](#) to learn more about the project and join the conversation.

### KEY MESSAGES

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#### ABOUT THE PROJECT:

- We're talking about the future of your community! That's you, Heritage Communities: Eagle Ridge, Kelvin Grove, Kingsland, Fairview, Haysboro, Acadia, Southwood, Willow Park, Maple Ridge and Chinook Park as well as the industrial communities of Fairview Industrial, East Fairview Industrial, and Glendeer Business Park.
- Working together, we're creating a vision and plan for the future of the Heritage Communities. Learn more about this project and how you can get involved at [Calgary.ca/HeritageCommunities](#).
- Based on community input, the draft of chapter 1 of the local area plan is now ready for your review. It outlines the area's rich history (PAST), the area as it exists today (PRESENT), the future vision for the area and core values that support this vision (FUTURE). Share your thoughts at [Calgary.ca/HeritageCommunities](#).

### ENGAGEMENT DETAILS

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#### HOW TO GET INVOLVED:

##### ○ Online Engagement

Based on community input, the draft of chapter 1 of the local area plan is now ready. It outlines the area's rich history (PAST), the area as it exists today (PRESENT), the future vision for the area and core values that support this vision (FUTURE).

##### STEP 1

Review the past, present and future highlights that have been drafted for your community's local area plan at [Calgary.ca/HeritageCommunities](#).

##### STEP 2

Provide your input before January 4:

- online at [Calgary.ca/HeritageCommunities](#),
- by visiting a local My Idea Station (see [map](#) for locations), or
- attend a [virtual Q&A drop-in session](#) and speak with a City Planner

##### ○ Content package with foldouts

People living within the Canada Post walking routes in the plan area will be receiving a content package in the mail starting the week of Nov. 22. This package contains past, present and future highlights for review,

along with a pre-paid postage comment card to mail their input back to the project team. **Please note, the foldout states that the engagement period ends on Dec. 10. We have extended that date to Jan. 4, 2022** based on community feedback.

- **Virtual drop-in Q&A sessions**  
The project team will be offering drop-in Q&A sessions on draft Chapter 1 content for the public. Drop in virtually to chat with a City Planner, ask questions and share your ideas. Check out the event schedule and sign-up for a session at [Calgary.ca/HeritageCommunities](https://calgary.ca/HeritageCommunities).
- **Conversation toolkits**  
It's important for us to hear from all members of a community, especially people who we don't normally hear from, like seniors, students and marginalized groups. We're reaching out to a few key organizations in the plan area to provide them with conversation kits. These conversation kits include background content, comment cards, a comment box with pencils, and instructions for reviewing the content and providing feedback.
- **My Idea Stations**  
Working together with Community Associations in the plan area, we've installed some "My Idea Stations" (similar in look to Little Libraries) for people in the community to check out engagement content and provide their feedback. The stations will begin to be filled with materials starting the week of Nov. 22. We'll be continually updating these stations during the project, so citizens are encouraged to check back regularly for updates!

#### [My Idea Station Locations Map – Heritage Communities](#)



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|---|--|---|
| 1. Acadia Recreation Centre<br>240 90 Ave SE  | 4. Kingsland Community Association<br>505 78 Ave SW      | 7. Willow Ridge Community Association<br>680 Acadia Dr SE |
| 2. Chinook Park, Kelvin Grove & Eagle Ridge Community Association<br>1015 73 Ave SW | 5. National Access Arts Centre<br>28038 Fairmount Dr SE  |   |
| 3. Haysboro Community Association<br>1204 89 Ave SW                                 | 6. Southwood Community Association<br>11 Sackville Dr SW |   |

## COMMUNICATIONS TIMING

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From Nov. 22, 2021 – Jan. 4, 2022, communications and promotions will focus on raising awareness of the opportunities to get involved, as well as encouraging people to share their ideas and provide input online, at My Idea Stations throughout the plan area and at our virtual Q&A sessions. Communications tactics include bold signs, mailers, organic and paid social media posts on Facebook, Twitter, and Nextdoor and digital and podcast ads.

## SUGGESTED WEB OR NEWSLETTER CONTENT

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### Share your thoughts on the future of your neighbourhood and surrounding Heritage communities.

Your community has changed over the years and it will continue to evolve over time. The City of Calgary is working together with communities to create a plan for the future.

Based on community input, the draft of chapter 1 of the local area plan is now ready for your review. It outlines the area's rich history (PAST), the area as it exists today (PRESENT), the future vision for the area and core values that support this vision (FUTURE). Share your thoughts between Nov. 22, 2021 and Jan. 4, 2022.

#### STEP 1

Review the past, present and future highlights that have been drafted for your community's local area plan at [Calgary.ca/HeritageCommunities](https://calgary.ca/HeritageCommunities).

#### STEP 2

Provide your input before January 4:

- online at [Calgary.ca/HeritageCommunities](https://calgary.ca/HeritageCommunities),
- by visiting a local My Idea Station (see [map](#) for locations), or
- attend a virtual Q&A drop-in session and speak with a City Planner.

Don't miss out on key engagement opportunities and updates, subscribe to [project updates](#) now.

## SOCIAL MEDIA CONTENT

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**Web url (main):** [Calgary.ca/HeritageCommunities](https://calgary.ca/HeritageCommunities)

**Hashtag:** #HeritagePlanYYC

**Social Media posts:** Feel free to re-tweet or share any City posts on Facebook or Twitter. A series of posts will be coming from The City's social media accounts (paid ads and organic posts) from Nov. 29 to Dec. 22, 2021. Alternatively, below are a few pre-crafted posts that you could post on your own channels.

#### Post 1

Share your thoughts on the future of your community. Your community has changed over the years and will continue to evolve. Working together, a local area plan is being created to help guide the future of the Heritage Communities. Based on previous community input, the draft of chapter 1 of the local area plan was created and is now ready for your review. It outlines the area's rich history (PAST), the area as it exists today (PRESENT), the future vision for the area and core values that support this vision (FUTURE).

Visit [Calgary.ca/HeritageCommunities](https://calgary.ca/HeritageCommunities) to provide your thoughts by January 4. #HeritagePlanYYC

#### Post 2:

Share your thoughts on the future of the Heritage Communities. Your input will help develop a local area plan that helps guide the future of the area. Visit [Calgary.ca/HeritageCommunities](https://calgary.ca/HeritageCommunities) by January 4 #HeritagePlanYYC

#### Post 3:

There's still time to provide your input on the future of your community and local area plan. Your input will help create a vision that will guide the future of the Heritage Communities – Eagle Ridge, Kelvin Grove, Kingsland, Fairview, Haysboro, Acadia, Southwood, Willow Park, Maple Ridge and Chinook Park as well as the industrial communities of Fairview Industrial, East Fairview Industrial, and Glendeer Business Park.

Based on previous community input, the draft of chapter 1 of the local area plan was created and is now ready for your review. It outlines the area's rich history (PAST), the area as it exists today (PRESENT), the future vision for the area and core values that support this vision (FUTURE).

For more information, [Calgary.ca/HeritageCommunities](https://calgary.ca/HeritageCommunities) and provide your thoughts by January 4. #HeritagePlanYYC

**Community Association Handles:**

@Kingsland\_YYC - Kingsland

@WillowRidgeYYC - Willow Park & Maple Ridge

@excommuned – Chinook Park, Kelvin Grove and Eagle Ridge

@SouthwoodYYC – Southwood

@HaysboroCA - Haysboro

**IMAGES/GRAPHICS/CAMPAIGN COLLATERAL**

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**INTERNAL CONTACTS** (Not for public distribution)

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**Project Manager:** Lisette Burga Ghersi and Sarah Rankin, Lead Planners, Community Planning

**Engage Lead:** Jennifer Austin, Engage Planner, Customer Service & Communications

**Communications Lead:** Claire Owens, Communications Planner, Customer Service & Communications