



Hillhurst Sunnyside Community Planning Engagement at HSCA COVID Version (Updated Sept 2021)

A best practice guide for advertising and soliciting
community feedback on large scale projects

Applicant-led techniques

- **Presentation at HSCA Community Planning meeting**
 - The Hillhurst Sunnyside Planning Committee holds its meetings on the **first Wednesday of every month via Microsoft Teams**. Meetings are open to all residents and guests
 - Email ali.m@hsca.ca to get on the agenda, at least one week before the meeting
- **Large signage**
 - BOLD Signs at key locations in the community:
 - 10th Street and McHugh Bluff,
 - 5th Avenue and 14th Street, etc.
 - Onsite HSCA signage content (see next page)
- **Flyer distribution**
 - Mail or handouts to households, businesses, and institutions within radius (depending on the scale of the proposal)
 - If it is an onsite, large-scale proposal that affects more than the local neighbours, a letter to the directly affected property owner(s) is advised via a Title Search
 - Posters at local coffee shops (not utility boxes or light posts as per City bylaw)
 - Targeted stakeholders (Kensington shopping district BIA (c/o the Executive Director, Annie MacInnis at kensingtonbrz@shaw.ca), individual businesses, institutions, schools, faith-based groups, as applicable)
- **Website**
 - Dedicated project website with details and contact information for the applicant and City File Manager (if assigned)
 - If applicable for large-scale developments, City of Calgary engagement portal (engage.calgary.ca)
 - Link to City of Calgary Planning & Development Map (<https://developmentmap.calgary.ca>)

Hillhurst Sunnyside Community Association: How can we help?

With sufficient lead time, we could coordinate HSCA resources as we have a significant reader base and following across traditional print and online mediums.

HSCA Voice Newsletter (http://www.great-news.ca/newsletters/calgary/nw/hillhurst_sunnyside)

- Community-wide print newsletter (delivered via CanadaPost to 7,500 households)
- Contact: Stephanie Corbett (stephanie.c@hsca.ca) cc: Ali McMillan (ali.m@hsca.ca)
- Deadline: 3rd of the current month at 4pm for content inclusion for the following month

HSCA Email Newsletter (www.hsca.ca/newsletter)

- Online newsletter with a reach of 3,000 subscribers
- Contact: Stephanie Corbett (stephanie.c@hsca.ca) cc: Ali McMillan (ali.m@hsca.ca)
- Deadline: 25th of the current month at noon for distribution on either the first of the next month or the first Tuesday of the month (whichever comes first)

HSCA Community Planning Website on Mighty Networks (<https://hsca-community-planning.mn.co>)

- Blog style engagement website and mobile app with >500 members and other visitors
- Contact: Ali McMillan (ali.m@hsca.ca)

HSCA Social Media

- Facebook (<https://www.facebook.com/hillhurstsunnyside>)
- Twitter (<https://twitter.com/HillhurstSunny>)
- Instagram (https://www.instagram.com/hillhurst_sunnyside)

HSCA Outdoor Signage

5th Avenue and 14th Street and/or 5th Avenue and 12th Street

- Contact: Stephanie Corbett (stephanie.c@hsc.ca)
- Deadline: at least one month before the advertising period. Subject to availability as HSCA programs have higher priority

HSCA On-Location

- HSCA Farmers' Market booth (indoor and outdoor markets every Saturday). Call 403-283-0554 ext 248
- Sounding board with information or sticky notes for ideas

Per best practice engagement methods.