

# Gabby Haas Park Bike Bump Public Engagement Plan (PEP)

November 2022

## Engagement Objective(s)

Ensure that community stakeholders (primarily residents of the Highlands neighbourhood, adjacent communities and the Highlands School population) support the improvements being considered for the Gabby Haas Park. The project team, led by the Highlands Community League Bike Bump Sub-Committee, needs to hear and respond to the feedback regarding their needs for rehabilitating the park space.

Core audience of this engagement is defined as families of the Highlands neighbourhood, the parents, teachers and child stakeholders of Highlands school. Secondary audiences would be the families of the surrounding communities that would access the “bike bump”.

The key objective of the engagement strategy is to ensure identified stakeholder groups have the opportunity to provide input in different ways and feel their input is valued.

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## Decision and Input Map

The table below “maps” the project milestones where stakeholder input is required and when the decisions will be made during the project lifecycle.

*LEGEND (Stakeholder Engagement Plan)*

- **Responsible:** Makes and supports the decision(s) needed
- **Consult:** Provides key inputs to the decision based on finances, policy, law, stakeholder need
- **Inform:** Receives/implements/communicates the outcome of the decision
- **BBSC:** Highlands Community League Bike Bump Sub-Committee
- **COE:** City of Edmonton
- **RES:** Neighbourhood stakeholders within, and adjacent to, Highlands
- **HS:** Highlands School students, teachers and parents

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Project Decision Point	Project Phase	Stakeholder Engagement Plan		
		Responsible	Consult	Inform
Identify Need for improvement of Gabby Haas Park	Strategy	BBSC	COE, HS	BBSC, COE, HS, RES
Identify desired bike bump amenities and elements	Strategy	BBSC	COE, HS	BBSC, COE, HS, RES
Analyse and prioritize bike bump amenities and elements. Confirm "What we Heard" alignment to stakeholder expectations	Strategy	BBSC	COE, HS	BBSC, COE, HS, RES
Revise business case costs to implement prioritized amenities and elements. Refine fundraising plan and gain stakeholder consensus and support. Adjust scope statement to match agreement.	Strategy	BBSC	COE	BBSC, COE
Gain stakeholder acceptance and incorporate feedback of proposed park concept plans.	Concept	BBSC	COE, HS, RES	BBSC, COE
Revise costs to implement prioritized amenities and elements. Refine fundraising plan and gain stakeholder consensus and support. Adjust scope statement to match agreement	Concept	BBSC	COE	BBSC, COE
Gain stakeholder acceptance and incorporate feedback of proposed bike bump design plans. Feedback at this stage will require	Design	COE	BBSC	BBSC, HS

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going back to concept, so feedback must have a strong legal, safety, or ethical issue				
Finalize costs to implement prioritized amenities and elements. Adjust scope statement to match agreement	Design	COE	BBSC	BBSC
Create Request For Proposal (RFP) based on finalized design. Confirm with stakeholders.	Build	COE	--	BBSC
Review Proposals and select vendors. Negotiate contract and final scope	Build	COE	--	BBSC
Inform status on a regular basis	Strategy, Concept, Design, Build	BBSC	COE	BBSC, HS, RES

## Decision Maker(s) Mapping

Decision Making & Public Engagement	Strategy	Concept	Design	Build
<b>Decision:</b> What decision being made at this phase of the project	<ul style="list-style-type: none"> <li>- Confirm and solicit feedback on scope of needs and details</li> <li>- Confirm and accept initial phasing of bike</li> </ul>	<ul style="list-style-type: none"> <li>- Confirm and accept bike bump concepts feedback. Stabilize the requirements for final scope of work</li> <li>- Confirm and accept</li> </ul>	<ul style="list-style-type: none"> <li>- Confirm and accept bike bump design feedback.</li> <li>- Confirm and accept final budget estimates</li> </ul>	<ul style="list-style-type: none"> <li>- Select bike bump vendor</li> <li>- Schedule and build</li> </ul>

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	<p>bump needs into project plan</p> <ul style="list-style-type: none"> <li>- Confirm and accept revised business case budget estimate</li> <li>- Evaluate viability of project</li> </ul>	<p>project phasing into project plan. Stabilize the project phasing for final delivery of in scope work</p> <ul style="list-style-type: none"> <li>- Confirm and accept revised budget estimates</li> <li>- Evaluate viability of project</li> </ul>	-	
<b>Decision Makers:</b> Who makes decisions at this phase of the project	BBSC	BBSC / COE	COE	COE
<b>Decision Inputs:</b> Information that is needed to make decisions at this phase of the project	<ul style="list-style-type: none"> <li>- Critical issues identified in "What we heard in engagement" are resolved</li> <li>- Revised scope, phasing, and budget information</li> </ul>	<ul style="list-style-type: none"> <li>- Critical issues identified in "What we heard in concept" are resolved</li> <li>- Revised scope, phasing, and budget information</li> </ul>	<ul style="list-style-type: none"> <li>- Critical issues identified in "What we heard in design" are resolved</li> <li>- Final scope, phasing, and budget information</li> </ul>	<ul style="list-style-type: none"> <li>- Responses to Request for Proposal</li> <li>- Vendor Evaluation plan</li> </ul>
<b>Commitment by Decision Maker(s):</b> What the decision makers will do with the inputs at this	<ul style="list-style-type: none"> <li>- Ensure decisions being made are transparent for direct and indirect</li> </ul>	<ul style="list-style-type: none"> <li>- Ensure decisions being made are transparent for direct and indirect</li> </ul>	<ul style="list-style-type: none"> <li>- Ensure decisions being made are transparent for direct and indirect</li> </ul>	<ul style="list-style-type: none"> <li>- Ensure decisions being made are transparent for direct and indirect</li> </ul>

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phase of the project	<p>stakeholders</p> <ul style="list-style-type: none"> <li>- Ensure all stakeholders have channels to provide transparent input during this phase</li> </ul>	<p>stakeholders</p> <ul style="list-style-type: none"> <li>- Ensure all stakeholders have channels to provide transparent input during this phase</li> </ul>	<p>stakeholders</p> <ul style="list-style-type: none"> <li>- Ensure all stakeholders have channels to provide transparent input during this phase</li> </ul>	<p>stakeholders</p> <ul style="list-style-type: none"> <li>- Ensure all stakeholders have channels to provide transparent input during this phase</li> </ul>
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## Participants, Audiences and Stakeholder Assessment

Who will be invited (community members and other stakeholders) to public engagement activities, how are they impacted or affected by the project, and what will be done to support their participation?

<b>Community and Stakeholder Groups</b>	<b>How is this group affected?</b>	<b>What makes it hard for the group to participate?</b>	<b>How can this group be supported to participate?</b>
Highlands Community League members and area residents	Will be end user of the park and amenities	Without print or a marketing budget that can leverage other media platforms (radio) it is difficult to reach all demographics.	<p>The community league will provide a number of ways for community members to be informed (community events, facebook, newsletters at local stores)</p> <p>Identify additional events put on by the community league, that attendees can get additional information and provide input regarding the project.</p>

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Highlands Public School	Will be end user of the park and amenities		Ensure administration is aware of, and provided with hard copies of surveys for students, parents and staff as well as any open houses.
City of Edmonton	Will be operator and maintainer of the park infrastructure	The City of Edmonton has robust processes and the project is closely engaged with the City of Edmonton Liaison, so this does not offer strong impediments.	Submission of business case and required documentation for City of Edmonton review. Following the Park and Facility Development process ensures City of Edmonton input and requirements are supported.
Children	Will be end user of the bike bump	Typical engagement mechanisms are not necessarily at a child's level	Provide child specific engagement opportunities that drive interest and excitement

## Public Engagement Activities

This section describes the public engagement method(s) that will be used to get input to make project decisions.

Activity	Strategy Phase	Concept Phase	Design Phase
Public Engagement Activities	<ul style="list-style-type: none"> <li>- Needs assessment survey online</li> <li>- Collect input through Facebook, Instagram and email</li> <li>- Mail drop to directly adjacent</li> </ul>	<ul style="list-style-type: none"> <li>- Open house at Highlands Hall. Provide a sticky note poster to collect and share thoughts about concepts. Collect verbal ideas and</li> </ul>	<ul style="list-style-type: none"> <li>- Open house at Highlands Hall using a display board concept to describe the site design. Provide a sticky note</li> </ul>

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	<p>residents inviting them to provide feedback</p>	<p>post to sticky note poster boards.</p> <ul style="list-style-type: none"> <li>- Open house online and other social media events</li> </ul>	<p>poster to collect and share thoughts about concepts. Collect verbal ideas and post to sticky note poster boards.</p> <ul style="list-style-type: none"> <li>- Open house online and other social media events</li> </ul>
<p>Information participants need from the committee</p>	<ul style="list-style-type: none"> <li>- Provide initial "What We Heard" document of prioritised bike bump needs and amenities.</li> </ul>	<ul style="list-style-type: none"> <li>- Provide updated "What we Heard" document with the key findings and show how this was used to develop the conceptual design.</li> <li>- Conceptual Plan with ideas from Landscape Architect on size and location/visuals of the concept design on large poster boards and online</li> <li>- Step by Step process and what stage we are at on large poster boards and online</li> <li>- Staff/volunteers to answer questions and address concerns</li> </ul>	<p>Detailed Site Plan with visuals on bike bump elements, surfacing, lighting, garbage receptacles and benches.</p>
<p>Materials</p>	<ul style="list-style-type: none"> <li>- Hard paper copies</li> </ul>	<ul style="list-style-type: none"> <li>- Larger poster board</li> </ul>	<ul style="list-style-type: none"> <li>- Larger poster board</li> </ul>



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	<ul style="list-style-type: none"> <li>- In person conversation</li> <li>- Online conversations</li> <li>- Rolled up social media posts</li> </ul>	<ul style="list-style-type: none"> <li>conceptual plan/drawings</li> <li>- Online conversation</li> <li>- In person conversation</li> <li>- Pens, markers, post it notes, dots and wall space to collect feedback</li> </ul>	<ul style="list-style-type: none"> <li>design drawings</li> <li>- Online conversation</li> <li>- In person conversation</li> <li>- Pens, markers, post it notes, dots and wall space to collect feedback</li> </ul>
Notes	<ul style="list-style-type: none"> <li>- Roll up information gathered in the engagement sessions into the engagement workbook</li> <li>- Incorporate feedback into "What we Heard" document</li> </ul>	<ul style="list-style-type: none"> <li>- Roll up information gathered in the engagement sessions into the engagement workbook</li> <li>- Incorporate feedback into "What we Heard" document</li> </ul>	<ul style="list-style-type: none"> <li>- Roll up information gathered in the engagement sessions into the engagement workbook</li> <li>- Incorporate feedback into "What we Heard" document</li> </ul>

## Engagement Communication Activities

The following table defines how and what will be communicated to stakeholders before, during, and after engagement activities.

	<b>Before public engagement begins</b>	<b>While public engagement activities are happening</b>	<b>After you have completed public engagement activities</b>
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<p><b>Key Messages</b> (2 or 3 things community members and other stakeholders need to know)</p>	<ol style="list-style-type: none"> <li>1. Basis of the Idea</li> <li>2. Reason why bike bump is being considered for construction</li> <li>3. Location where the bike bump is being considered</li> </ol>	<ol style="list-style-type: none"> <li>1. Gain information from stakeholders</li> <li>2. Report on what we heard</li> <li>3. Garner support for bike bump elements</li> </ol>	<ol style="list-style-type: none"> <li>1. Information will be gathered and shared back with priorities</li> <li>2. Committee commits to keeping stakeholders informed</li> </ol>
<p><b>How do the different audiences like to hear about what is happening?</b></p>	<ol style="list-style-type: none"> <li>1. Presentations at community gatherings (if there are in person events or meetings)</li> <li>2. School and Community League social media (Website, Facebook)</li> <li>3. School and Community League newsletter</li> <li>4. Documented status reports</li> <li>5. Conference calls and online conferences</li> <li>6. email and phone calls</li> </ol>	<ol style="list-style-type: none"> <li>1. Using Open Houses as a way of gathering information</li> <li>2. Community Events can be used to engage residents and stakeholders</li> <li>3. Social media platforms</li> <li>4. By committee members attending stakeholders events or emailing/ mailing updates</li> <li>5. Documented status reports</li> <li>6. Conference calls and online conferences</li> </ol>	<ol style="list-style-type: none"> <li>1. Using Open Houses as a way of gathering information</li> <li>2. Community Events can be used to inform residents and stakeholders</li> <li>3. Social media platforms</li> <li>4. By committee members attending stakeholders events or emailing/ mailing updates?</li> <li>5. Documented status reports</li> <li>6. Conference calls and online conferences</li> </ol>
<p><b>Communication activities and materials</b> (used to</p>	<ol style="list-style-type: none"> <li>1. Facilities to host open houses</li> <li>2. Word of Mouth</li> </ol>	<ol style="list-style-type: none"> <li>1. Facilities to host open houses</li> <li>2. Word of Mouth</li> <li>3. Social Media (community and</li> </ol>	<ol style="list-style-type: none"> <li>1. Facilities to host open houses</li> <li>2. Word of Mouth</li> </ol>

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communicate)	<ol style="list-style-type: none"> <li>3. Social Media (community and school website and facebook)</li> <li>4. Email marketing platforms</li> <li>5. Mailed newsletters</li> <li>6. Information posted at local business</li> <li>7. School newsletters</li> </ol>	<ol style="list-style-type: none"> <li>school website and facebook)</li> <li>4. Email subscribed list</li> <li>5. Mailed newsletters</li> <li>6. Information posted at local business</li> <li>7. School newsletters</li> </ol>	<ol style="list-style-type: none"> <li>3. Social Media (community and school website and facebook)</li> <li>4. Email subscribed list</li> <li>5. Mailed newsletters</li> <li>6. Information posted at local business</li> <li>7. School newsletters</li> </ol>
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## Data Collection, Analysis, and Reporting “What We Heard”

Information (public input) will be collected from participants during public engagement activities. This table describes how the committee will collect, keep track of, and use the data.

<b>Data that will be collected</b>	<b>How will it be recorded / analyzed?</b>	<b>How will it be used?</b>	<b>How will it be reported “What We Heard”</b>	<b>Where will it be reported?</b>
In person conversations	<ul style="list-style-type: none"> <li>- Written into the engagement notebook and shared with decision stakeholder(s)</li> </ul>	To form recommendations, inform direction, or make decisions	In forms that captures the essence of the conversation to support and inform the project	<ul style="list-style-type: none"> <li>- Required project documents</li> <li>- Updated summaries posted on websites, social media, paper</li> </ul>

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	<ul style="list-style-type: none"> <li>- Will be considered as to fit to existing need or new requirements</li> </ul>			newsletter
Surveys	<ul style="list-style-type: none"> <li>- Via online surveys</li> <li>- Hard copy questionnaire</li> <li>- Results will be summarized into categorized elements and prioritized</li> </ul>	To form recommendations, inform direction, or make decisions	As key themes, graphics, and details on requirements	<ul style="list-style-type: none"> <li>- Required project documents</li> <li>- Updated summaries posted on websites, social media, paper newsletter</li> </ul>
Activity Based Needs Assessment	Results will be compiled in the "What We Heard" document	<ul style="list-style-type: none"> <li>- Inform the conceptual and build design phases of the project.</li> <li>- Act as supporting agreement between the project and the stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>- Rolled up into "What We Heard"</li> <li>- Basis of communications and agreement regarding scope of project between stakeholders</li> </ul>	"What We Heard" document
Feedback	<ul style="list-style-type: none"> <li>- Written into the engagement notebook and shared with</li> </ul>	<ul style="list-style-type: none"> <li>- Inform the conceptual and build design phases of the</li> </ul>	In forms that captures the essence of the feedback to support and inform	<ul style="list-style-type: none"> <li>- Required project documents</li> <li>- Updated</li> </ul>

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	<p>decision stakeholder(s)</p> <ul style="list-style-type: none"> <li>- Will be considered as to fit to existing need or new requirements</li> </ul>	<p>project.</p> <ul style="list-style-type: none"> <li>- Act as supporting agreement between the project and the stakeholders</li> </ul>	<p>the project</p>	<p>summaries posted on websites, social media, paper newsletter</p>
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## Engagement and Communications Timelines

Project Phase	Activity/Technique	Timeline
Strategy	Prepare and gain acceptance of the Community Public Engagement Plan	
Strategy	Plan and design engagement activities (e.g. in-person, online components and market research)	
Strategy	Create, design, print and distribute (where applicable) engagement materials such as display boards, fact sheets, information pamphlets, invitations, surveys etc.	
Strategy	Identify and schedule needed venues and platforms to support engagement discussion	

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Strategy	Communication/ outreach/ advertising about the engagement opportunities	
Strategy	Execute engagement activities	
Strategy	Analyse and roll up results into "What We Heard"	